



## Public Relations Manager

The Public Relations Manager is responsible for designing and implementing proactive public relations campaigns that appropriately and effectively represent the organization in the media. The Public Relations Department is responsible for proactively generating media coverage, as well as responding in a timely and effective manner to requests from journalists, and other media representatives.

The Public Relations Manager has the overall responsibility of building and maintaining the organization's reputation and brand in the media, ensuring that the organization is always appropriately represented and that its messages and values reach the broadest possible audience.

### **RESPONSIBILITIES**

- Responsibilities include but are not limited to:
  - Lead and actively participate in the promotion of Random Acts in the media
  - Develop and organize the department and the activities of the department
  - Review all media coverage about Random Acts
  - Review the writing and design of external newsletters
  - Manage the personnel in the Public Relations department
- Provide any communications and organization announcements to ensure staff are updated with information relevant to their departments
- Keep the Director of Programming informed of problems that jeopardize the well-being of the organization or its reputation, including any potential issues, escalating this information to the Director and Leadership Team where necessary
- Attend regular staff and departmental meetings
- Any other projects or duties as requested by the Director of Programming

### **DESIRED QUALIFICATIONS AND SKILLS**

- Experience in creating and implementing PR strategies
- Experience in building and maintaining relationships with media contacts
- Ability to work effectively with diverse groups, including staff, supporters, peers and the public
- The ability to communicate effectively, both verbally and in writing
- Strong interpersonal skills
- The ability to manage a team
- The ability to manage tasks or projects from implementation through to completion
- Creativity, enthusiasm, and attention to detail
- Excellent organizational and time management skills, and the ability to multitask effectively
- Prefer Bachelor's or equivalent in marketing, PR, communications, journalism or related field
- 2 - 4 years of experience in marketing, PR, communications or journalism