



## Public Relations Officers

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

Working closely with the Public Relations Manager, the Public Relations Officers are responsible for building and maintaining the organization's reputation and brand in the media and online, ensuring that the organization is always appropriately represented and that its messages and values reach the broadest possible audience. The Public Relations Officers are also responsible for the timely delivery of information and internal communications to Random Acts staff worldwide.

### **RESPONSIBILITIES**

- Work with the Public Relations Manager to develop and implement a public relations (PR) plan and various ad hoc PR activities, including but not limited to:
  - liaising with journalists, bloggers, and other media representatives
  - writing and issuing news releases
  - establishing and maintaining positive relationships with journalists and bloggers
  - monitoring media coverage
  - designing and assembling media kits
  - writing and designing external newsletters
- Support the Public Relations Manager in providing any communications and organization announcements to ensure staff are updated with information relevant to their departments
- Develop and maintain an e-newsletter to be distributed to supporters
- Keep the Public Relations Manager and 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 Public Relations Manager

### **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 work independently as well as in 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