

## **JOB DESCRIPTION**

### **Public Relations Coordinator**

**REPORTS TO:** Director of Corporate Communications

**REPORTS:** 0

**OVERALL RESPONSIBILITIES:**

Responsible for the execution of public relations activities for CI. Develop ongoing communications such as press releases and supporting multimedia assets. Maintain relationships with key media sources ensuring goals are being met. Work with Strategic Marketing Group in developing and managing new Public Relations opportunities and strategies.

**RESPONSIBILITIES:**

- Identify and propose internal stories to help promote general awareness of Children International to the media and general public.
- Cultivate relationships with media – both traditional and new media.
- Position national/international/local stories to promote the agency's strategic goals .
- Work with in-country assets – local communications coordinators, development coordinators and agency directors -- on tracking in-country PR efforts to ensure that appropriate topics/events "rise" to the national PR level.
- Assist the Director of Corporate Communications in developing and managing the Tiered High Profile (Celebrity) Initiative
- Manage the United Nations relationship.
- Support the Director in preparing and disseminating media training and managing crisis communications with Kansas City and field resources as required.
- Develop strategies that helps promote and support in-country fundraising.
- Work with the managers of the three social media channels to increase awareness and drive traffic to websites.
- Speak publicly to promote CI's mission.
- Perform all other tasks as assigned by management.
- Plan, manage and execute special events within the U.S.
- Field media inquiries and present proposed responses to the Director.

**RESPONSIBILITY MIX:**

Duties will be split 20% strategic & plan development, 80% tactical project work

**SKILLS / QUALIFICATIONS:**

- College degree, PR/communications major
- Minimum three years work experience
- Knowledge of PR placement including contacts: national, international and local level
- Excellent writing skills
- Top notch project management skills
- Excellent time management skills
- Team Player
- Excellent communication skills
- Proactive vs. reactive