Grantmakers for Effective Organizations

Job Description: Specialist, Public Relations and Communications

**Department:**Marketing and Communications

**Reports To:** Director, Communications   
**Supervisory Responsibility:** None

The Specialist, Public Relations and Communications will be responsible for the coordination and preparation of Public Relations and Communications-related initiatives that support our goal of increasing brand awareness in the general public, stakeholders and and within the philanthropic community.  This position is responsible for proactive and reactive media outreach, will network with media contacts to create and maintain relationships, and will draft, write, pitch and publish GEO press releases and blogs.

Along with all members from the Marketing and Communications team, this position also supports the communications efforts of other departments in the organization. He or she will ensure proper usage and implementation of the organization’s branding guidelines and best practices. This position reports to and supports the Senior Director, Marketing and Communications.

**Responsibilities:**

* Work with Director of Communications to create a quarterly and yearly plan for proactive and reactive media outreach (traditional media and bloggers)
* Investigate media database, build a tiered list of media contacts (key market editors, online magazines, newspapers, weekly print and bloggers, etc.), and develop appropriate outreach and cultivation plan to garner key editorial placements with magazines, newspapers, weekly print and bloggers
* Network and maintain relationship with media contacts (using social media, phone, email, etc.)
* Draft, write, pitch and publish GEO press releases and blogs
* Create regular reports and analyze results
* Work with team members  – especially Content Coordinator – on editorial calendar, and integrate  PR activities with social media and other marketing and communications activities
* Work with other departments on ensuring maximum leverage of all PR opportunities
* Research external and internal material for PR content
* Determine content needs and work with international colleagues on obtaining relevant material in a timely fashion
* Work with Senior Director, Marketing and Communications on optimization of current GEO-USA press section
* Manage maintenance of press section on GEO-USA website
* Ensure consistent voice and messaging throughout all communications activities
* Support additional communication projects as needed
* Perform other duties as assigned

**Requirements:**

* Bachelor’s degree, preferably in communications, journalism or related field
* 3+ years of public relations experience
* Proven track record of successful PR placements
* Effective, confident verbal communicator – ability to hold their own in conversations with all kinds of media
* Excellent written communications skills
* Experience and passion for Social Media
* Experience with PR Newswire desirable
* Experience working with talent, celebrities and senior level executives a plus
* Skilled in tracking, measuring and reporting PR metrics
* Positive work attitude in tight turn-around times
* Willingness to support an organization in the midst of cultural transformation to integrate a racial equity lens into its mission.