JOB POSTING

POSTING DATE: 01/28/2020
CLOSING DATE: OPEN UNTIL FILLED
PREFERRED EXPERIENCE: Must have event planning, media relations and extensive writing experience.
REQUIRED EDUCATION: BA in Communication, Public Relations or related field
SALARY: DOE

POSITION: PUBLIC RELATIONS ASSOCIATE
STATUS: FULL TIME/EXEMPT

The San Antonio Humane Society’s (SAHS) Public Relations Associate reports to the Chief of Community Engagement and assists the Community Engagement team with publication, writing, editing, event planning, and public/media interaction.

Primary Duties and Responsibilities:

- Assists the Public Relations Team in preserving and building the SAHS brand by maintaining a keen eye for branding standards and consistency in both internal and external communications
- Proactively identifies newsworthy stories, features, and content for local, traditional, and social media
- Produces copy for print and web publication including news releases, e-newsletters, magazine articles, social media posts, website content, newsletter content, and etc.
- Assists the Community Engagement team in making editorial decisions and reviewing all internal and external communications for style, factual, grammar, punctuation, and spelling errors
- Assists and participates in media appearances and interviews (TV and Radio)
- Produces adoptable pet descriptions, stories, and videos and allocates them to the appropriate sources (e.g. online, kennel doors, traditional media, etc.)
- Assists with creation, layout, and content of all non-basic kennel cards displayed with color photos
- Assists the Community Engagement team in maintaining a current and accurate list of media contacts
- Assists and/or takes the lead in the creation and design of media collateral, graphics, event material, and etc. as necessary
- Monitors and tracks SAHS media reach and value through media monitoring services
- Assist in developing key communications materials such as press kits, style standard guides, and fact sheets
- Maintains expert knowledge regarding best practices in strategic communication
- Researches trends in non-profit and shelter communication in the interest of maintaining a leading edge in SAHS practices
- Carries out other duties as assigned by the Chief of Community Engagement

Concentration Responsibilities:

- Assumes leadership role for organizational messaging to include all written content and collateral
- Distributes and promotes organizational updates, promotes event details on community calendars, to media contacts, and during media appearances
- Assumes a leadership role in the planning and execution of the El Rey Fido fundraising competition, El Rey Fido Coronation, and Poochamania fall event
- Supports the Community Engagement team in the planning and execution of other key events throughout the year

Knowledge and Skills Required:

- Proficient written and verbal communication skills
- Ability to generate content with a creative liberty
- Microsoft Office and/or Google Docs proficiency (Word/Sheets, PowerPoint/Slides, etc.)
Work Environment

- Exposure to high noise levels when in kennel area
- Potential for animal bites, scratches, and exposure to zoonotic diseases while handling pets
- May require occasional irregular hours including weekends and evenings
- Valid driver’s license and insurable driving record required for attendance to media spots and events

Apply online at SAhumane.org/employment