



JOB POSTING

POSTING DATE: 08/28/2023

POSITION: PUBLIC RELATIONS ASSOCIATE (MEDIA RELATIONS)

CLOSING DATE: OPEN UNTIL FILLED

STATUS: FULL TIME/EXEMPT

PREFERRED EXPERIENCE: 1-2 years in related field and must have event planning, media relations and extensive writing experience. Bilingual.

REQUIRED EDUCATION: BA in Communication, Public Relations or related field

SALARY: DOE

JOB DESCRIPTION

The San Antonio Humane Society's (SAHS) Public Relations Associate reports to Director 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
- Participates and leads 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
- Assists and participates in social media content that benefit the organization and it's pets
- 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 Director of Community Engagement

Concentration Responsibilities:

- Assumes leadership role for organizational messaging to include all written content and collateral
- With guidance from the Director of Community Engagement, assumes leadership role as point of contact for all media
- 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 and Friends for Life Fundraising event. This includes writing scripts, press releases, identify speakers, etc.
- Supports the Community Engagement team in the planning and execution of other key events, including but not limited to El Rey Fido, 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.)
- Adobe Creative Suite Experience: Photoshop, InDesign, Illustrator, and Premiere Pro
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Work Environment:

- Time split between onsite office environment, outdoor, and pet housing area
- Exposure to high noise levels when in kennel areas
- Potential for animal bites and scratches while handling animals
- Potential exposure to blood, bodily fluids or tissues - animal or human

Physical Requirements:

- Valid driver's license and proof of automotive insurance
- Exposure to animal noises, chemicals used to sanitize facilities, vehicles, or equipment and other physical situations that involve all forms of animal life
- Willingness to work evenings, weekends, and holidays. Shifts vary based on organization and volunteer needs
- Requires the ability to lift and move up to 50 pounds and use of manual dexterity
- Requires the ability to be constantly mobile
- Ability to effectively handle all sizes of animals including large dogs up to 50 lbs.

Additional Duties and Responsibilities:

- Treats all animals humanely, with compassion and concern, both on and off the job and transmits these values to other
- Ability to follow oral and written instruction
- Ability to plan, organize, and work with minimal supervision
- Attend SAHS events as needed
- Ability and flexibility to accommodate last-minute program and schedule changes with a positive and supportive attitude
- Ability to work well with a diverse team of staff and volunteers, as well as individually, with limited direction.
- Must support and demonstrate the agency's Core Values – Customer Service, Adaptability, Respect, Responsibility, and Integrity
- Must be committed to a high standard of safety and be willing and able to comply with all safety laws and all of the employer's safety policies and rules and must be willing to report safety violations and potential safety violations to appropriate supervisory or management personnel

Apply online at SAhumane.org/employment.