



## PUBLIC RELATIONS/COMMUNICATIONS REPRESENTATIVE

Division/Department	Development Department		
Location	2010 Bridge Blvd. SW, Alb., NM 87105		
Reports to	Diana Barrett	Title	Dir of Advancement & Communications

Level/Grade	Type of position:	Hours: <u>approx. 40</u> / week
5	<input checked="" type="checkbox"/> Full-time <input type="checkbox"/> Part-time <input type="checkbox"/> Contractor <input type="checkbox"/> Intern	<input type="checkbox"/> Exempt <input checked="" type="checkbox"/> Nonexempt

### SUMMARY

Convey the impactful message of Catholic Charities and its subsidiaries to both external and internal stakeholders, including the media, public, staff, volunteers, and the individuals we assist. Through exceptional communication skills, you will play a pivotal role in elevating awareness, expanding our reach, and driving revenue growth, allowing us to extend our assistance to a greater number of people and make a profound difference in their lives.

### RESPONSIBILITIES

- Assist in the creation of a communications strategy with short and long-term goals for both the agency and personal development to achieve and measure success.
- Basic photography and editing; often work alongside with the on-site webmaster / videographer to provide feedback on webpage updates and video creations to ensure it meets guidelines and achieves concept and marketing goals.
- Generate analytical reports on the effectiveness of the communication strategy in grants, donors, social media, etc. in bringing more clients to the agency, increase of revenue, and increased brand awareness.
- Incorporate and demonstrate the mission, vision, work, core values and activities of Catholic Charities in a positive manner with all staff, clients, and the public, at all times, and respond appropriately to requests while honoring the cultural differences present among the agency's service population.
- Develop and maintain the Catholic Charities' style guide, brand identity and logo collateral, including an active file of all approved logos, letterhead and other identifying graphics or wording used by Catholic Charities and associated companies.
- Increase awareness of the Catholic Charities brand, and the programs & services behind the brand, through a combination of traditional and digital media and other marketing opportunities.
- Build and manage media connections and relationships within the ABQ/SF media market including maintaining a current media list and implementing cultivation activities.
- Proactively identify opportunities for earned media through placement in print, broadcast, and online channels to increase company visibility. This includes generating and pitching story ideas, creating/distributing media releases and supporting / coordinating follow-up with media channels.
- Collaborate with colleagues to identify story ideas, including testimonials, shared successes, highlights of activities and programs. This may require attending activities and events off-site.
- Create, design, review and update materials as needed including flyers, internal newsletters, posters and/or graphic.
- Support fundraising efforts and campaigns, with design/creation of collateral materials.
- Manage Google / search listing pages, including responding to reviews/questions, updating images, text, and content on a regular basis, refreshing content for SEO, capturing, and reporting on impact metrics.

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## RESPONSIBILITIES

- Attend/participate in agency activities and events to identify content for media/social media/marketing.
- Support other departments with the design/creation of collateral materials, or review of pre-designed materials for adherence to branding guidelines.
- Manage all social media platforms (currently includes Facebook, Instagram, Twitter, and LinkedIn).
- Create content, schedule posts daily, identify stories, monitor, and respond to commentary and inquiries (messages) as received.
- Identify areas of public interest and act upon it to align with these trends.
- Understand the competitor landscape and stay ahead of any threat to our brand position.
- Follows the CCUSA Code of Ethics.
- Completes all other duties as assigned.
- Reports to the Director of Advancement and Communication.

Note: Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.

**WORKING CONDITIONS/PHYSICAL DEMANDS:** Primarily based in the Catholic Charities Headquarters, however a hybrid work model may be available after a suitable period, to be agreed upon and approved by the supervisor. While performing the duties of this job, the employee is regularly required to sit for extended periods of time, use hands to handle, control, or feel objects, tools, or controls, understand the speech of another person, speak clearly, so listeners can understand. The employee is frequently required to walk or stand, reach with hands or arms, climb or balance, stoop or kneel. Specific vision abilities required by this job include close and distance vision.

## WORK EXPERIENCE REQUIREMENTS

- Ability to perform the essential duties of the position successfully.
- Minimum one-year of professional experience in Communications, Marketing, and/or Public Relations nonprofit experience strongly preferred.
- Proficient with Microsoft Office Suite and software applications used in managing a variety of social media platforms.
- Pro-active, curious, innovative, resourceful, creative, and able to bring a sense of fun and purpose to your role!
- Solid experience maximizing social media platforms to effectively raise nonprofit mission awareness and calls to action.
- Skilled in design to create materials/graphics that are appealing and effective to the target audience.
- Experience leading media relations, including constructing appropriate messaging, writing press releases, etc.
- Ability to interact with a variety of audiences, including media, civic, community, faith-based, academic, philanthropic, corporate, and government officials effectively.
- Exceptional organizational and time management skills, who is detail and deadline oriented.
- Strong command of the English language and excellent writing skills.
- Must be able to work independently with minimum supervision.
- Must be able to pass background check (In accordance with state and county law).
- Primarily office-based, may travel to local events but may have hybrid work option after initial integration period.
- Bilingual in English/Spanish is preferred.

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<b>EDUCATION REQUIREMENTS</b>			
<ul style="list-style-type: none"> <li>- Bachelor's degree in relevant field or equivalent experience OR a satisfactory equivalent combination of education and experience.</li> <li>- Valid NM driver's license and a clean driving record.</li> </ul>			

**Employee's**

**Signature:** \_\_\_\_\_ **Date** \_\_\_\_\_

**THIS SECTION IS COMPLETED BY HUMAN RESOURCE**

REVIEWED BY	<i>Title</i>
APPROVED BY	<i>Title</i>
DATE POSTED	
DATE HIRED	