



**Position Title:** Public Relations Specialist  
**Job Type:** Full-time, Non-exempt  
**Location:** Sacramento, California  
**Salary Range:** Salary competitive, depending on experience

**Summary:** Under the guidance of the Communications Manager, the Public Relations Specialist shall: Enhance RedRover's presence in various media outlets and help achieve campaign and program objectives. The Public Relations Specialist will work closely with team members to ensure integrated communications, fundraising and marketing objectives are on track and messaging is consistent with the organization's brand.

The Public Relations Specialist is expected to exhibit truly exceptional speaking and interpersonal communication skills and the ability to inspire others and build and maintain excellent relationships to gain local and national media attention for the organization. The Public Relations Specialist should be a conscientious team-player, and be able to think interdependently, balance and prioritize multiple tasks in a fast-paced work environment while maintaining a positive, professional attitude. The Public Relations Specialist is expected to maintain a highly organized work environment, strive for accuracy and precision, be able to follow and implement directives; and, at the same time, be independent, self-motivated, take responsible risks, intelligent, able to work with minimal direction or supervision; vigilant and inspired to seek and create opportunities. The Public Relations Specialist is expected to have strong storytelling/ pitching skills, a good eye for visual art/ graphic design as well as excellent public speaking skills. Ability to speak and read Spanish preferred.

Successfully fulfilling the position includes demonstrating a passion for helping animals, children and others of our community. The Public Relations Specialist should express personal charisma and eagerness to be a compelling ambassador representing the organization's brand.

As RedRover's Public Relations Specialist, you are ideally:

- Known for your truly exceptional interpersonal communications and storytelling/pitching skills and ability to work well with others and build relationships
- Creative, strategic individual skilled and energized by various aspects of communications, particularly media relations, with a good eye and/or skills/experience in visual arts
- Highly organized, reliable, self-directed and able to balance multiple priorities in a fast-paced work environment while maintaining a positive attitude
- Self-motivated and inspired to seek opportunities, yet able to follow and implement directives
- Passionate about animal welfare and aligned with RedRover's values

#### **PART I: Overview of Position**

The Public Relations Specialist will enhance RedRover's presence in various media outlets and help achieve campaign objectives. The Public Relations Specialist will work closely with team members to ensure integrated communications, fundraising and marketing objectives are on track and messaging consistent with the organization's brand.

## **PART II: List of Functions**

- Formulate public relations and media plans and strategies, coordinate speakers bureau
- Write and distribute press releases and pitch stories to media
- Use Cision software to create media lists, monitor topics relevant to RedRover and develop and implement strategies to build relationships with journalists
- Maintain media kits, respond to media inquiries and set up interviews for staff
- Serve as Public Information Officer for the organization as needed during RedRover Responders responses and primary spokesperson when the CEO is unavailable
- Identify content marketing opportunities consistent with campaign objectives and brand image
- During natural disasters, help monitor available resources and work with team to create and distribute resource lists
- Provide input and direction on creative work, including organizational use of video and photography; work with staff to secure vendors and creative content assets; manage creative projects where needed
- Work with fundraising and outreach teams to coordinate fundraising and marketing events as needed
- Review marketing reports and utilize data to enhance strategies
- Collaborate on creating creative messaging and campaigns to go out through various channels including social media, email and direct mail, work with communications team to distribute content on social media channels
- Manage Google Adwords account. Regularly maintain ads and key words and track process and impact of website traffic with Google Analytics tools
- Manage social media accounts as directed and measure impact of website and social media outreach
- Act as brand ambassador ensuring graphic style guide requirements are met and align with campaign and organizational goals

## **PART III: Reporting Structure**

The Public Relations Specialist reports to the Communications Manager, in her absence the President and CEO.

## **PART IV: Position Qualifications**

RedRover is seeking a dynamic Public Relations Specialist with a Bachelor's degree in journalism or related field with at least two years of public relations experience. Must have truly exceptional writing and interpersonal communications skills and ability to build and maintain excellent relationships. Must be a team-player and able to balance and prioritize multiple tasks in a fast-paced work environment while maintaining a positive attitude. The ideal candidate will be highly organized, able to follow and implement directives; and, at the same time, be independent, self-motivated, intelligent and inspired to seek and create opportunities. The ideal candidate will also have a demonstrated passion for animal welfare and the personal charisma and eagerness to be a compelling ambassador to diverse audiences.

Finally, the successful candidate must have experience using the Microsoft Office suite, Cision or similar media communications software. Graphic design experience, experience managing creative projects, a working knowledge of photo and video editing software a plus. Experience with iMovie, Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat) and bilingual proficiency (Spanish/ English) a plus.

#### **Part V: Position Requirements**

Affection for animals, concern for their welfare and a willingness to accommodate animals in the workplace required. Must maintain constituent (donors/volunteers/directors/employees) confidentiality and possess a valid California driver's license, car insurance and reliable transportation.

In addition to technical and professional expertise, this position requires a diligent effort to promote, protect and enhance the reputation and image of RedRover and its brand attributes: **Caring, Respected, Unwavering, Inspirational, Vigilant**. Attitude and behavior must elicit a favorable reaction from the membership, volunteers and the public and align with our mission and brand.

#### **PART VI: Application Instructions**

Please email cover letter, resume and three writing samples or examples of creative work to [employment@RedRover.org](mailto:employment@RedRover.org) by September 1, 2018. Position will remain open until filled. Please follow these application instructions carefully as only complete submissions will be reviewed and considered.