



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

RedRover seeks a dynamic and upbeat Public Relations Specialist to join our team in Sacramento, California. Based in Sacramento, California, RedRover operates programs for animals in crisis across the nation and is well known for its three main programs: RedRover Responders shelters and cares for animals displaced by natural disasters and other crises, such as criminal seizures and hoarding cases, in the United States and Canada; RedRover Relief provides financial and emotional support to Good Samaritans, animal rescuers and pet owners to help them care for animals in life-threatening situations and resources to help victims of domestic violence escape abusive environments with their pets; and RedRover Readers helps children explore the bond between people and animals, understand animal behavior and practice empathy skills through stories and discussion.

The mission of RedRover is to bring animals out of crisis and strengthen the bond between people and animals through emergency sheltering, disaster relief services, financial assistance and education. RedRover accomplishes its mission by engaging volunteers and supporters, collaborating with others and maximizing the use of online technology.

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

Bachelor's degree in journalism or communications or other relevant area with at least two years of public relations experience required. A full list of application requirements is below.

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
- Write and distribute press releases and pitch stories to media
- Utilize Cision software to create media lists, monitor topics relevant to RedRover and develop strategies to build relationships with journalists
- Create media kits, respond to media inquiries and set up interviews for staff
- Serve as primary spokesperson and Public Information Officer for the organization when CEO is unavailable and during a RedRover Responders deployment when needed
- 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
- Collaborate on creating creative messaging and campaigns to go out through various channels including social media, email and direct mail
- 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
- 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 Director of Education and Outreach and 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. Experience managing creative projects and 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 by January 16, 2017. Position will remain open until filled. Please follow these application instructions carefully as only complete submissions will be reviewed and considered.