

JOB DESCRIPTION



JOB TITLE: Media & Public Relations Associate
DEPARTMENT: Development and Communications
REPORTS TO: Director of Development and Communications
FLSA STATUS: Full-Time, Non-exempt

General Statement of Duties

Breathe Southern California (Breathe SoCal) is a nonprofit 501c3 organization dedicated to promoting lung health and clean air in Southern California. Breathe SoCal addresses these issues through education, advocacy, research and technology. Our programs are multi-cultural, multi-disciplined and tailored to individuals and communities, age ranges, and cultural backgrounds.

This position is focused on generating media and public attention to our cause and educational programs promoting lung health and air quality in Southern California. The Media & Public Relations Associate is responsible for building and improving Breathe SoCal's influence through marketing initiatives and external media and public communication.

We are looking for a creative and talented Media & Public Relations Associate to assist in managing our media outreach; research and implement creative social media and public relations strategies; write, create, and publish original social media, web, marketing and blog content; and assist in conducting mainstream media outreach including, but not limited to, radio, public television, digital and print news. This position will also write standard marketing and outreach materials as well.

We expect you to be current with the latest digital technologies and social media trends. You should have excellent communication skills and be able to express our organization's views creatively among diverse audiences. An interest in public policy and advocacy is preferred as our work includes key initiatives focused on improving environmental and health policy. Under the guidance and direction of the Director of Development and Communications, you will work collaboratively with multiple departments including the Programs & Research, Advocacy, and Executive Office to develop stories, content, and implementation strategies.

Essential Duties and Responsibilities:

- Write and publish blog posts, news articles, press releases, media advisories, newsletters, op-eds, and other materials to showcase successful Breathe SoCal programs and advocacy initiatives, and to highlight key partners and stakeholders.
- Write and coordinate curated content and collateral materials for other departments as a resource to our participants and maintain our presence as a community resource.
- Create integrated content campaigns that include copy, social media messaging, and graphics/videos produced by Breathe SoCal for cross-channel distribution across radio, television, and digital and print media.

- Track and maintain all media and public relations collateral and multimedia productions.
- Prepare and update Breathe SoCal's Press Kit, media outreach materials, and marketing materials.
- Remain current on news issues pertinent to Breathe SoCal constituents.
- Produce media summaries of news coverage in which Breathe SoCal and/or our priorities are featured or discussed.
- Provide qualitative and quantitative reports evaluating the status of media and public relations projects.
- Coordinate media related interviews and speaking opportunities for the President and staff to promote Breathe SoCal and our cause.
- Coordinate and staff media events as warranted (post-COVID).
- Write and publish content on social media, monthly e-Newsletters, websites, and online publications, some in collaboration with other staff.
- Build in-depth external communication infrastructure focused on Breathe SoCal's ability to address lung health-related issues and environmental factors that contribute to poor air quality.
- Conduct research on media trends and nonprofit competitors to implement new strategies on improving our brand awareness and influence.
- Collaborate with other staff to conceive stories and engaging content to reach a diverse audience of donors, volunteers, program participants, staff, media, and the public.
- Maintain a media editorial calendar and updated media outreach lists.
- Implement media pitch strategies by phone, email, virtual calls outlining the relevance and newsworthiness of Breathe SoCal projects sent to journalists and editors of newspapers, magazines, blog, or television stations.
- Build/maintain a brand ambassador network of community partners.
- Adhere to Breathe SoCal's policies and procedures consistent with the mission, vision, and value statements.

Required Qualifications:

- Bachelor's Degree in Communications, Public Relations, Journalism, or related field or work-related experience of 1-2 years in a communications or public relations role.
- Motivated to work independently and collaboratively with colleagues and stakeholders.
- Excellent writing, editing, research, and communications skills. Strong interest in news coverage and PR.
- Enjoys working with diverse individuals across multiple audience groups.
- Proficient in Microsoft Word, Excel, Canva, and Adobe Acrobat.
- Knowledgeable of diverse media channels both traditional and digital opportunities (ex. Radio, television, billboards, social media, blogs, video etc.)
- Organized and detail oriented whilst performing several concurrent tasks.
- Experience in setting benchmark metrics and tracking, analyzing, and reporting on the effectiveness of media and public relation campaigns and goals.
- Familiarity with community organizing and related experience working with hard-to-reach populations.

- **NOTE: MUST be located in Southern California or be willing to relocate post-COVID. (Note: Breathe SoCal does not pay relocation expenses.)**

Candidates must have the motivation and ability to utilize the above skills in the development and implementation of Breathe Southern California programs. This job description reflects management's assignments of essential functions. It does not prescribe or restrict responsibilities that may be assigned.

Preferred Qualifications:

- Previous non-profit work experience a plus
- Adobe Photoshop/Illustrator a plus
- CRM Platform Experience a plus
- Writing and speaking fluency in Spanish
- Video production experience.
- WordPress/ blog experience.

Salary DOE. Competitive compensation and benefits, EOE. Valid work authorization (i.e. Proof of Citizenship or lawful permanent resident or valid work permit issued by U.S. Citizenship and Immigration Services) is required.

To Apply, applicants should email resume and cover letter to rmagana@breathesocal.org, and use the subject header " Media & Public Relations Associate" No phone calls please. We will contact applicants as appropriate.