



Job Description

TITLE: Public Relations Manager for JVA

Apply for this opening by clicking here: [Job Application Link](#)

FLSA: Exempt

REVISED: April 14, 2017

REPORTS TO: Marketing Director

SUPERVISES: None

Position Summary:

This position develops and executes strategies and tactics to support mission and revenue priority activities, driving community relevance in support of organization-wide efforts. Provides the full range of strategic counsel to leadership, including positioning C-level executives. Advances The Animal Foundation's mission, goals and objectives by raising community awareness and understanding of how The Animal Foundation makes an impact in animal welfare.

Essential Duties and Responsibilities:

- **Lead strategic planning of all PR-supported initiatives including annual PR plan**
- **Plan and execute all day-to-day media relations activities, including handling all media inquiries and requests, evaluating opportunities, researching and crafting responses, acting as spokesperson (or identifying and preparing the correct spokesperson), scheduling media interviews, etc.**
- **Craft, prepare, and execute writing assignments quickly and appropriately across platforms including: keyword-optimized press releases, pitches, media Q&As with C-level executives, bylines, media responses, speeches, blog posts, executive bios, etc.)**
- **Handle crisis communications: media inquiries, messaging, etc.**
- **Develop, manage, execute editorial calendar**
- **Conceptualize and proactively pitching stories that support the organization, its programs and mission**
- **Work effectively with all departments to support their programs and events as needed**
- **Ensure associates are receiving necessary, accurate and integrated information Manage and act as spokesperson for weekly TV dog adoption appearances**
- **Manage regular media placements of adoptable animals**
- **Provide media training to organizational personnel as needed**
- **Research and stay abreast of industry innovations, trends, best practices and The Animal Foundation's standing and positions within the industry**
- **Position CEO as a thought-leader within the animal welfare industry**
- **Counsel social media coordinator on responses to all comments and questions**
- **Analyze, evaluate and report on all media/public relations activities in writing on a weekly, monthly and quarterly basis**

Requirements

- Bachelor's degree or equivalent work experience



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- Minimum 4 years of experience in a communications/PR position (agency or journalism experience a plus)
- Strong relationships with key news and media outlets and proven track record of placing stories
- Strong understanding of social media and nontraditional new outlets
- Polished professionalism with a high comfort level on camera, in front of the public, interacting with and counseling senior executives and working with a diverse group of peers
- Strong writing, editing, grammar and interpersonal skills; ability to craft, prepare, and execute writing assignments quickly and appropriately across platforms
- Proven ability to set and manage priorities in a fast-paced environment, moving projects forward with minimal guidance while meeting deadlines under pressure
- Fast learner with the ability to foresee potential messaging risks and “worst case scenerios” as part of crisis management skills
- Affinity for animals and a high comfort level working with adoptable dogs (training will be provided)
- Attitude: proactive go-getter, energetic, solution/results-oriented, resourceful, tenacious, positive, motivated team player, who pitches in to help others, flexibility, ability to quickly adapt to change, service mentality

All employees work in a culture of continuous improvement and are expected to support our mission. Employees must be able to clearly articulate our goals, actively participate in outstanding customer service, and accept responsibility for maintaining our culture of philanthropy.

This job description is intended to describe the general nature and level of work expected of this position. This description is not intended to be construed as an exhaustive listing or description of all responsibilities, duties and skills required of incumbents in the job.

If you meet the minimum qualifications for education and/or experience described above, you are encouraged to fill out an online application. For unpaid or volunteer opportunities, please visit our website.

This job is open until filled. After it's filled, we may continue to accept applications, to establish a list for future vacancies.

Pay and Benefits:

Fair pay and good benefits, including employer contribution to health insurance, and paid time off for full time employees. All jobs are regular full time, unless noted otherwise. Our Summary of Benefits may be found [here](#). Additional benefits are available for certain positions.



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About Us:

The Animal Foundation is a private, non-profit agency dedicated to making a difference in the lives of animals in the Las Vegas Valley. To promote the humane treatment of animals, The Animal Foundation operates Nevada's largest open-admission shelter (Lied Animal Shelter), taking in approximately 30,000 lost, unwanted and abandoned pets every year. Additionally, the Foundation offers adoption services, lost and found services, volunteer and foster opportunities, and low-cost spay and neuter and vaccination clinics. To learn more about The Animal Foundation, the jobs available, and an online application form, visit animalfoundation.com/employment.

We envision a humane and compassionate community for all animals. Our mission is save the lives of all healthy and treatable animals in the Las Vegas Valley.