

Center for Child Protection Job Description

Job Title: Public Relations & Communications Manager

Supervisor: Chief Marketing Officer

Job Summary:

Join our passionate team at the Center for Child Protection and play a pivotal role in shaping our public image! You will craft impactful messages that resonate and inspire and ultimately generate crucial earned media. This position will engage with a diverse range of stakeholders, from PIOs to media to influencers, ensuring our mission, prevention efforts and expertise in the industry is positively represented. Your strong writing prowess and interpersonal finesse will be crucial in developing forward-thinking strategies that align with our goal to Protect Austin Kids. Be a part of something bigger and help us make a difference!

Minimum Qualifications:

- Bachelor's degree or equivalent experience
- 3-5 years' experience in communications and/or public relations
- Project management experience required
- Public speaking experience required
- Bilingual English/Spanish a big plus
- Proven earned media results
- Nonprofit PR experience a plus
- Expert level written and verbal communication skills
- Proven experience creating compelling copy for promotional and program materials, direct mail, annual reports, blogs, e-newsletters, editorials, and opinion pieces a plus.
- Forward thinking with an innovative approach to messaging to drive social change while maintaining the integrity of the organization

Job Tasks:

1. **Strategy and Planning:** Work with marketing team to develop and execute a comprehensive plan for the Center's public relations and strategic communications program resulting in campaigns that enhance community and media relations, raise community awareness about the Center and strengthen community support and engagement
2. **Media Relations:** Proactively pitch, secure and track earned media for general CCP campaigns, education/prevention initiatives and events and fundraising. Develop and distribute press releases, media alerts, public service announcements, calendar listings and story pitches to local media

3. **Collaboration:** With support from Chief Marketing Officer, work with specific department leaders and the Center's public relations supporters; media, Child Protection Team (CPT) members, partners and other child serving organizations
4. **Internal Communications:** Help manage brand/communication consistency across staff, board, corporate partners, CPT and third-party collaborators
5. **Creative:** Create compelling copy for promotional and program materials, direct mail, annual reports, blogs, e-newsletters, editorials, and opinion pieces
6. **Industry Standards:** Maintain a strong knowledge of communication principles, media, and marketing techniques
7. **Media Response:** Field all media calls and prepare responses in coordination with the CEO and Chief Program Officer
8. **Public Speaking:** Speak at community, press and fundraising events at the request of the Chief Marketing Officer and CEO
9. **Internal Expert:** Maintain a comprehensive knowledge of the mission, core values and vision of the organization and the children's advocacy center model
10. **Crisis Communication Plan:** Stay current on market influences and related issues and determine with CEO, Chief Program Officer and Chief of Community Engagement a crisis communications plan and/or response
11. Attend monthly staff meetings
12. Conduct Center tours, as requested
13. Provide Program support for forensic, therapy and medical cases, as needed
14. Perform other duties as assigned

FLSA

Exempt

Physical Requirements:

Reaching	Occasionally
Handling	Occasionally
Talking	Frequently
Hearing	Frequently
Near Acuity	Frequently
Vision Accommodation	Occasionally
Color Vision	Occasionally
Field of Vision	Occasionally

Strength:

Light Work - Lift up to 20 pounds occasionally.

Environmental Conditions:

Noise: 3 Moderate

Work Situations:

Direct/Control/Plan

Influencing People

Dealing with People

Making Judgments/Decisions

Equal Opportunity Employer

This job specification should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as required by their supervisor.

CACTX designates Children's Advocacy Centers as an essential employer.