

Job Title: Media Relations Associate

Area of Responsibility: PR & Account Management

Reports to: Associate Director of Media Relations

Function

The Media Relations Associate is a full-time position, that has primary responsibility for providing fee based public relations services to shluchim. The Media Relations Associate works 40 hours per week as assigned by the Associate Director of Media Relations, and only bills for hours assigned and verified.

Duties

The two primary focuses of the Media Relations Associate is managing client accounts, guaranteeing that each client has a positive experience and creating, developing and marketing TV packages for shluchim.

Duties include but are not limited to:

- Helping clients develop their messaging
- Composing press releases and other media materials
- Researching appropriate media outlets and creating custom media lists
- Reaching out to and following up with media personnel on specific projects
- Collaborating with clients throughout the process to ensure client satisfaction

Skills

The Media Relations Associate has strong creative, writing, editing and fact checking skills and can compose press releases and other communications with minimal editorial supervision. The Media Relations Associate also has strong communication skills and the ability to interact with clients with clarity and courtesy.

Other

The Media Relations Associate works in concert with appropriate staff as determined by the Associate Director of Media Relations, communicates promptly and effectively with colleagues, and makes timely and effective decisions in situations requiring prompt attention.

From time to time, the Media Relations Associate will assist in other non-client related projects, such as collecting data or photos for global PR projects.