



Media Relations Specialist Volunteer Job Description

About Us

PRERNA is a non-profit humanitarian organization that empowers refugees with opportunities to rebuild sustainable lives in the United States. We help refugees across all ethnicities and faiths become independent with continuum care. Our services include housing, supplies, healthcare, education, employment and cultural assimilation. We are located in Santa Clara County, California.

Description

We are seeking a Media Relations Specialist, preferably in the San Francisco Bay Area, to plan, design and lead our media and public relations campaigns. You will be collaborating with the marketing team to raise the awareness of PRERNA and the importance of helping refugees resettle in our community.

Responsibilities

- Establish collaborative relationships with local and national media contacts
- Develop these relationships through ongoing communications and inviting them to participate in PRERNA's events and activities.
- Maintain a media contact list in our email marketing database
- Create and manage the content of the NEWS section on the website
- Collaborate in the development of a media kit
- Attend monthly marketing team meetings (virtual)

Qualifications

- Bachelors Degree in Communications, Marketing, Journalism. or related field
- Knowledge of principles and methods related to media relations strategies and tactics
- Ability to assess various situations, determine strategic approach and develop appropriate and accurate materials that are inline with media strategy
- Familiarity with media production, communication, dissemination techniques and methods, including ways to inform via written, oral, and visual media
- Ability to work effectively with a diverse range of individuals and groups
- Effective communicator and troubleshooter
- Ability to make decisions and follow through with minimal supervision
- Be able to meet deadlines and possess a strong sense of responsibility

Other

- Approximately 10 hours a week
- Remote position, can work virtually
- Flexible hours

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