



## **JOB DESCRIPTION**

### **Public Relations Specialist**

#### **POSITION SUMMARY**

Influences the public by gathering information; lobbying business and industry groups; representing the organization to the public; finding public opportunities to highlight executive strategies.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Generate written materials for Neighbors, FB News, state and county newsletters, postcards, & flyers (Senior management to review and sign off on the proof as well as provide direction regarding content and distribution)
- Source and work with free-lance writers for main articles in publications
- Produce video content for stories as well as educational and promotional purposes
- Collect relevant information to identify short-term and long-range issues, write reports on events, chronicle news stories and write short feature articles for publications
- Serve as the liaison between WFB and the media
- Update the WFB website as needed and directed (calendar of events, staff contact information, meeting alerts, news releases, publications, etc.)
- Draft and send Constant Contact messages to appropriate audiences as directed by Senior Management (examples: Notices of Annual Meetings for counties, WFB and AFBF or any special announcements)
- Update contact information contained within Constant Contact as directed
- Work with WFB groups to promote communications methods and practices at the county level
- Other duties as assigned

#### **MINIMUM QUALIFICATIONS (KNOWLEDGE, SKILLS, AND ABILITIES)**

- Skills to use Microsoft Word, Excel, and Outlook and experience with Microsoft Office
- Experience in writing and production design (print/web)
- Experience in Adobe Creative Suite (specifically Photoshop, Lightroom, InDesign and Premiere)
- Video and photography skills
- Ability to effectively communicate—both verbally and visually
- Coordinate and maintain relationships with printers and demonstrate working knowledge of print production and printing requirements
- Ability to prioritize projects, work independently and on a team, and multi-task efficiently
- Organized with a strong attention to detail and able to manage concurrent projects with demanding deadlines