

PR/Strategic Communications Specialist (Part-Time)

Primary Focus: External communication and media relations.

\$55k-60K

Key Responsibilities:

- **Public Relations:** Draft and distribute press releases, manage relationships with media contacts, and respond to press inquiries.
- **External Communications Strategy:** Develop strategic messaging for the organization's brand and handle crisis communication when needed.
- **Media and Event Planning:** Coordinate advocacy event, press events, manage public speaking engagements for key executive, and help plan PR campaigns.
- **Advocacy Campaigns:** Coordinate grassroots advocacy initiatives, such as letter-writing campaigns, advocacy days, or meetings with lawmakers.
- **Content Development:** Collaborate on the creation of newsletters, articles, and other content that enhances the organization's public image.
- **Partnership Development and Management:**
 - Identify, initiate, and cultivate relationships with strategic partners, including corporate sponsors, community organizations, government agencies, and other nonprofits.
 - Develop and implement strategies to engage and sustain long-term partnerships that align with the organization's mission and objectives.
 - Serve as the primary point of contact for strategic partners and maintain ongoing communication to foster strong and mutually beneficial relationships.
 - Negotiate partnership agreements, ensuring mutual benefits and clarity of roles and expectations.
 - Collaborate with internal teams to design and execute partnership initiatives and campaigns.
 - Develop comprehensive partnership plans, preferred vendor and sponsorships packages.
 - Work closely with digital marketing assistant and program team to ensure partnership activities are integrated into broader organizational strategies.
 - Use data and feedback to refine and improve partnership strategies continuously.

The PR/Strategic Communications Specialist is responsible for developing and managing key partnerships that support and advance the organization's mission. This role involves identifying opportunities for collaboration, nurturing relationships with external partners, and elected officials. This position will play a pivotal role in enhancing the organization's impact by leveraging relationships with stakeholders, sponsors, elected officials and community organizations.

Qualifications:

- Bachelor's degree in Business Administration, Communications, Marketing, or a related field.
- 3-5 years of experience in partnership development, business development, or a similar role.
- Proven track record of building and maintaining successful strategic partnerships.
- Excellent negotiation, communication, and interpersonal skills.
- Strong organizational skills and the ability to manage multiple projects and deadlines.
- Familiarity with the nonprofit sector and understanding of mission-driven work.

Preferred Skills:

- Experience in a nonprofit or association setting.
- Proficiency with CRM software and project management tools.
- Ability to think creatively and strategically to identify and leverage new opportunities.

Working Conditions:

- Some travel may be required to meet with partners and attend relevant events.
- Occasional evening work may be necessary for partnership events or meetings.