

Job Posting

Job Title: Public Relations Specialist
Responsible Team: Intellectual
Opening Date: 5/15/2008
Salary: \$35,000 - \$45,000, Exempt
How to apply: Submit cover letter and resume to hr@acacamps.org

JOB DESCRIPTION:

JOB PURPOSE: **Creates & coordinates information for internal and external audiences...**
...by planning, coordinating, and executing the development and distribution of information in order to create and maintain a viable and dynamic public position for ACA with members and the public.

JOB RESULTS:

- 1. Create and coordinate favorable publicity in support of the comprehensive public relations strategy of the American Camp Association...**
...by developing media strategies using targeted media lists for traditional and online media; interviewing, researching, writing and editing news releases and articles in both print and electronic delivery forms for national, regional, and local distribution; and by promoting ACA to national print, electronic, and broadcast media for story ideas.
- 2. Identifies and develops a robust communication process that promotes the value of camp...**
...by maintaining ongoing communication with ACA members, camps, and local offices; and initiating targeted responses in publicizing and promoting their activities and information.
- 3. Establishes and maintains proactive contact with media representatives...**
...by representing the ACA with local, state, national, and international media; responding to media inquiries, providing information and arranging interviews; also research new media trends, vendors, and services.
- 4. Assists in managing crisis situations...**
...by coordinating and participating in crisis media communications as necessary; includes media on-call responsibilities.
- 5. Prepares regular Public Relations reports...**
...by monitoring and tracking traditional and online media outlets and budget information; logging all media inquiries; tracking all media impressions; researching trends and events
- 6. Assists the Communications and Marketing Team...**
...by brainstorming campaign ideas, strategies and execution tactics; writing and editing copy; proofreading; and other initiatives.

QUALIFICATIONS:

- Bachelor's Degree in Public Relations, Journalism, Marketing and Communications, or English required.
- Minimum of 5 years experience in public relations, journalism, media relations, or marketing.

- Ability to do project management, manage multiple tasks, and meet firm deadlines.
- Excellent written and oral communication skills.
- Computer skill requirements include proficiency in Word, PowerPoint, Access, and Excel.
- Ability to work cooperatively in a team-based environment.
- Must be willing to travel.
- Will include some evening and weekend work dependent on media needs.