

# Media Relations Manager

## Position Summary

Volunteer

Hours Per Month: 8-10

Responsible for overseeing communications with the media, including preparing articles, press releases, and maintaining a media relations strategy. Cultivates and manages relationships with media contacts. The ideal candidate will have experience in a wide range of PR functions, as well as positive relationships with media professionals within our community.

## Primary Objectives

- Develop and implement a media relations strategy focused on high-level placements in print, broadcast, and online channels to increase company visibility
- Build connections with key media organizations and journalists through a mix of traditional, digital, and social channels
- Ensure that our PR efforts serve immediate and long-term goals of the SLOCC and its programs
- Forecast news cycles and identify areas of trending public interest both locally and nationally

## Position Responsibilities

- Prepare articles and press releases for the media.
- Ensure the Organization or SLOCC protects and promotes its image in a proper, coordinated, and consistent manner.
- Cultivate and enhance collaborative working relationships within the press and publicity community.
- Manage the flow of news about the organization to the media.
- Gather and disseminate timely information to press and staff.
- Optimize communication systems to enhance consistency of communication.
- Develop relationships with national and regional press contacts to ensure the organization or SLOCC's reputation is promoted and to deflect criticism.
- Engage with marketing team to ensure that PR campaigns align with strategic goals, current and future priorities

## Required skills and qualifications

- Experience in public relations with a company or non-profit organization
- Exceptional writing and editing skills
- Knowledge and understanding of traditional and digital channels
- Excellent communication and organizational skills

## Preferred skills and qualifications

- Bachelor's degree (or equivalent) in public relations, marketing, or advertising
- Established relationships with media organizations and journalists
- Familiarity with content management systems (CMS)

Applications can be submitted by going to: <https://forms.gle/sTVxy7QZuwygVWAC8>

Our Vision and Mission: The SLO Climate Coalition is a community organization committed to creating a vibrant, just, and climate-resilient Central Coast. Its mission is to bring together community expertise, creativity, and resources to champion high impact regional climate solutions that inspire other communities to do the same. For more information about the SLO Climate Coalition please visit our website at <https://carbonfreeslo.org/>