

Job Description: Public Relations

FLSA Status: Exempt

Job Type: Full-time

Department: Operations

Job Summary:

As a Public Relations/Storyteller, you will be responsible for crafting compelling narratives and managing the public image of our organization. You will work closely with various departments to identify and develop engaging stories that resonate with our target audience. This role requires a creative mindset, exceptional writing skills, and a deep understanding of media trends and communication strategies.

Responsibilities:

- Develop and implement public relations strategies to enhance the organization's reputation and brand visibility.
- Identify and cultivate relationships with media outlets, journalists, and influencers to secure press coverage.
- Write press releases, media pitches, reports, and other communications materials.
- Create engaging storytelling content for various channels, including social media, blogs, and newsletters.
- Collaborate with internal teams to identify newsworthy stories and opportunities for media exposure.
- Monitor media coverage and respond to inquiries in a timely and professional manner.
- Track and analyze key performance metrics to measure the effectiveness of PR campaigns.
- Stay informed about industry trends and market activities to identify potential opportunities and threats.

Required Skills:

- Exceptional written and verbal communication skills.
- Strong storytelling ability with a knack for finding the human angle in every story.
- Ability to work effectively under pressure and meet tight deadlines.

- Excellent interpersonal skills with the ability to build and maintain relationships with media contacts.
- Proficiency in media monitoring and analysis tools.
- Creative thinking and problem-solving skills.
- Strong attention to detail and accuracy.

Qualifications:

- Bachelor's degree in public relations, communications, journalism, or a related field.
- Minimum of 3-5 years of experience in public relations or storytelling role.
- Proven track record of securing media coverage and generating compelling content.
- Familiarity with digital marketing strategies and social media platforms.
- Experience working in a fast-paced, dynamic environment.

Physical Requirements:

- Ability to sit and use a computer for extended periods.
- Occasionally may need to lift and carry materials up to 25 pounds.
- Must be able to travel occasionally for events or meetings.

Send resume to info@urbanimpactbirmingham.org