

| Position | Location | Department |
|------------------------------|----------------------------|-------------------|
| Coordinator, Media Relations | Communications | Public Support |
| | GRADE: Sixteen (16) | |

We are posting this position internally to allow internal candidates, both paid and unpaid, an opportunity to apply. If you are interested, or know of an internal candidate who should be considered, please encourage them to apply.

Cover letters and resumes may be emailed to hresumes@redcrossnca.org

SUMMARY:

The Coordinator, Media Relations & Government Relations is responsible for the support of the Chapter's media relations, external communications and government relations programs and activities. The incumbent is responsible for supporting relationships with local media to enhance and expand positive media coverage of the Red Cross, for the Chapter's internal and external communications vehicles, for coordinating chapter Web site content, and for assisting to implement the Chapter's communication strategy.

RESPONSIBILITIES:

- Coordinates the chapter's media relations activities in accordance with the chapter's strategic plans. Acts as a chapter spokesperson with local media and other related organizations, including the Metropolitan Washington Council of Governments (COG).
- Recommends strategic media relations plans with measurable objectives to promote coverage of Red Cross programs, services, volunteers and special events. Utilizes the media as a conduit through which important life-saving information is relayed to the public.
- Organizes and supports public affairs and communications leadership. Develops and implements objectives in accordance with communication and marketing strategies for the chapter and the Washington Metropolitan Area Collaborative.
- Researches and writes materials including press releases, media advisories, newsletter articles, Web site articles and features and other related documents, as well as implementation of the chapter's annual report and other collateral marketing and communications materials.
- Oversees content of the chapter Web site, drafting new content and making appropriate changes/updates as requested. Updates content in .html format or other format as needed
- Reviews and responds to media requests for information. Prepares paid and volunteer staff for press interviews by identifying issues and suggesting appropriate responses.
- In conjunction with service department management, develops annual external and/or internal communication plans to support their business plans.
- Prepares and drafts written communication material including speeches for senior management and presentation materials for the Board of Directors, Executive Committee and others.
- Handles incoming inquiries regarding marketing and communications issues. Answers incoming telephone calls and provides customer service.
- Manages database of media contacts
- Augments and maintains chapter photo and video archives
- Teaches Red Cross Public Affairs I and II classes to new DAT communicator recruits.
- Builds and maintains relationships to ensure an ongoing team of qualified Public Affairs volunteers.

-
- Builds and nurtures relationships with local and regional government officials to communicate the messages of the chapter.
 - Performs other related functions as assigned.

QUALIFICATIONS:

The ideal candidate has a minimum of 3 years of related experience and a Bachelor's Degree in communications, journalism, English or another related field. The candidate must have excellent written and verbal communication skills. Related experience in journalism is preferred. The candidate must also have excellent interpersonal communication skills, editing and computer software skills. An understanding and knowledge of the Internet and Web design and maintenance is a plus. Knowledge of the history, workings and culture of the American Red Cross preferred.

WORKING CONDITIONS:

Work may be performed in a normal office environment where there is no physical discomfort due to temperature, dust, noise and the like. Very often, however, work is performed within the community out of the office at the scenes of disasters and emergency work. Evening and weekend work is frequently required. Travel is required throughout the chapter jurisdiction. Some out-of-area travel may be required as necessary.

REPORTING RESPONSIBILITIES:

1. Reports to the director, communications and media relations
2. assists with management of a team of volunteers/interns with media relations and disaster communication skills
3. May provide staff support to various operational committees related to communication and media relations, to volunteer chairs of such committees as appropriate and to a cadre of operational volunteers