



## EPISCOPAL RELIEF & DEVELOPMENT JOB DESCRIPTION

*The position description is a guide to the critical duties and essential functions of the job, not an all-inclusive list of responsibilities, qualifications, physical demands and work environment conditions. Position descriptions are reviewed and revised to meet the changing needs of Episcopal Relief & Development at the sole discretion of management.*

**TITLE:** Communications & Media Relations Manager  
**REPORTS TO:** Senior Director, Marketing & Communications  
**DIVISION:** External Affairs  
**LOCATION:** New York

### **PRIMARY FUNCTION/PURPOSE**

The Communications & Media Relations Manager will develop and execute an integrated communications strategy to promote and elevate the visibility of Episcopal Relief & Development's brand and programs with various constituencies around the Episcopal Church, the Anglican Communion and in relevant secular and relief and development circles. In coordination with other staff and consultants, s/he is responsible for overseeing media relations, advertising, branding and marketing activities to enhance awareness and recognition with internal and external stakeholders. The ideal candidate should be able to effectively manage multiple projects simultaneously and work collaboratively with a wide range of employees, stakeholders and external audiences.

**ESSENTIAL DUTIES AND RESPONSIBILITIES** include the following. **Other duties may be assigned.**

#### **Primary Responsibilities:**

1. Oversees the development, execution, delivery and evaluation of print, digital and multimedia collateral for Marketing & Communications through all stages of production. This includes stories/blogs, brochures, presentations/speeches, annual reports, video content, web/digital copy and other promotional materials.

**Primary Responsibilities Continued:**

2. Plans and implements a media strategy aligned with organizational marketing and communications goals. This includes defining objectives, identifying target audiences and relevant messaging, managing budgets and timelines, in addition to monitoring, documenting and evaluating metrics and outcomes for various projects and campaigns.
3. Develops, edits, produces and/or coordinates the creation of content for internal and external media contacts, including press releases, briefs, statements, talking points/key messages, Op-Eds, crisis communications resources, etc.
4. Identifies and pitches stories to religious and secular press, responds to press inquiries, manages media relationships and provides counsel and training for spokespeople while serving as a primary press contact.
5. Manages an advertising strategy for secular and religious publications including interfacing with vendors and consultants, coordinating the production of digital and print ads and related materials as well as maintaining an archive of clippings in electronic and print media.
6. Collaborates with Sr. Director for Marketing & Communications to lead, manage, monitor and evaluate activities related to managing Episcopal Relief & Development's brand identity. This involves training staff and volunteers to serve as brand ambassadors and representatives by providing resources and tools as well as refreshing and upholding branding guidelines.
7. Performs other duties and special projects as required.

**Secondary Responsibilities:**

1. Works with staff and consultants to support the development of program-related content such as partner reports, presentations, publications and other resources.
2. Serves as a backup for efforts on digital platforms such as Facebook, Twitter and Episcopal Relief & Development blog.
3. Collaborates with other colleagues to develop and maintain systems for marketing and communications collateral, including stories, photos and video content.
4. Supports Episcopal Relief & Development staff and volunteers in sourcing and producing written or multimedia story material through training and coaching.

**PRINCIPAL RELATIONSHIPS**

- Regular contact with the senior management team to coordinate communications and media relations' activities.
- Regular contact with various Episcopal Relief & Development staff to develop press updates and other marketing and communications materials.
- Regular contact with the media, donors, volunteers and other stakeholders.
- Significant contact with consultants and vendors in the production of digital and print collateral.
- The Communications & Media Relations Manager is responsible for supervising select staff and interns.

## **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required for this position and not necessarily the skills you bring to the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**EDUCATION:** A bachelor's degree is required in English, journalism, communications, marketing or related field. An advanced degree in communications or a related field is preferred.

### **EXPERIENCE:**

- A minimum of five to seven years of demonstrated experience in communications and/or marketing.
- Prior experience managing employees and consultants is required.
- Previous work with a faith-based agency or a nonprofit organization is a plus.
- Familiarity with design software including InDesign, Illustrator, Adobe and Photoshop.
- Working knowledge of HTML and digital platforms is highly recommended.
- Strong proficiency in Microsoft Office Suite applications (i.e. Word, Excel, PowerPoint, etc.) is required.

### **RELATED SKILLS:**

- Confident communicator with excellent verbal and written skills
- Ability to lead a creative and collaborative process with internal and external stakeholders
- Experience supervising and managing writers, designers, editors and other consultants and contractors
- Strong editing, proofreading, presentation and design skills
- Exhibits exceptional leadership, critical thinking and analytic abilities
- Ability to manage difficult situations with tact and diplomacy
- Superior project management, planning and organizational skills
- Ability to multi-task, manage competing priorities and meet deadlines in a fast-paced environment
- Sound judgment and ability to maintain confidentiality
- Self-starter who works well independently, but collegially with other team members
- Strong attention to detail
- Self-motivated with a positive and professional approach to management
- Ability to work effectively with Episcopal Relief & Development staff, and a wide range of external audiences in a collaborative manner

## **QUALIFICATIONS (Continued)**

**OTHER REQUIREMENTS (including Physical Demands):** Occasionally may be required to work long hours and a varied schedule, including nights, weekends and holidays. Includes a modest amount of travel.

**TO APPLY:** Submit a cover letter with salary requirements and a resume to [careers@episcopalrelief.org](mailto:careers@episcopalrelief.org) and indicate Communications & Media Relations Manager in the subject line. Only qualified applicants will be contacted. For more information, go to our website at [www.episcopalrelief.org](http://www.episcopalrelief.org).

*\* Episcopal Relief & Development provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, sexual orientation or any other legally protected status.*

*Episcopal Relief & Development offers reasonable accommodations in the hiring and employment process for individuals with disabilities. If you need assistance in the application or hiring process to accommodate a disability, you may request an accommodation at any time.*