

Associate Director of External Affairs/Director of Media Relations

Affirmative Action/Equal Opportunity Employer

The American Friends Service Committee is a Quaker organization, which includes people of various faiths who are committed to social justice, peace, and humanitarian service. Its work is based on the Quaker belief in the worth of every person and faith in the power of love to overcome violence and injustice.

Position Description

Title: Associate Director of External Affairs/Director of Media Relations

Status: Exempt

Location: National Office, Philadelphia, PA

Supervisor: Director of External Affairs

Date Approved: October, 2008

Summary of the Department of External Affairs

External Affairs is responsible for developing, integrating and implementing public communications, direct response fundraising and marketing strategies, tactics and various media and communications vehicles for the AFSC. Its goal is to maximize the messaging clarity, impact and positioning of the Service Committee as a peace and justice organization with a spiritual foundation, exemplary legacy and compelling relevance in today's world.

Summary of Principal Responsibilities

Manage AFSC's news media relations, initiating outreach and cultivating good relations with national and global news media. Work with the Director to develop key messages for AFSC's outreach and ensure that AFSC's marketing, print, media relations, and online communications are using consistent communications and marketing strategy to support program goals. Coordinates talking points, trainings, guidelines, model releases, and ongoing support for staff throughout the organization to successfully engage the news media.

Essential Functions /Responsibilities:

1. Serve as associate director of the unit. Work closely with the director of external affairs in the overall management of the unit including acting as unit head in absence of the director. Approve news releases in the director's absence. Assist the director in creating and managing the unit budget.

2. Lead the Media Relations team. Supervise media relations staff. Seek potential media opportunities in AFSC's program work and coordinate the placement of AFSC stories, perspectives, and story ideas in the news media. Working with colleagues throughout the organization, write, edit, and distribute national media outreach (e.g. press releases, op-eds, advisories). Cultivate relationships with journalists, providing information and material for them to cover AFSC's work and perspectives. Manage media relations budget.
3. Be a media spokesperson. Serve as a primary spokesperson for the Service Committee. Also serve as a representative for AFSC at meetings and conferences, as requested by the Director.
4. Develop, manage, and evaluate AFSC's communications plan. Develop a yearly communications and marketing plan for the AFSC. Assist the Director in developing messages for organization-wide and individual program initiatives, ensuring consistency and timeliness. Identify key upcoming opportunities and events requiring special media efforts and initiate planning and message development for those opportunities. Monitor timelines and placement, and evaluate effectiveness of AFSC's external messages and suggest ongoing improvements.
5. Prepare and implement media trainings for staff. Develop and distribute models of successful media efforts (e.g. sample letters to the editor, media advisories, and interview techniques) that incorporate AFSC's key messages. Conduct an annual evaluation of training and support efforts.
6. Act as a contributing editor of Quaker Action, AFSC's flagship magazine, and take on other writing assignments at the request of the Director.
7. Manage constituent research projects including focus groups and telephone surveys in coordination with the Director of External Affairs.
8. Travel and attend AFSC gatherings as requested by the Director. Be on call to respond to the organization's media needs as situations may require.
9. Perform other tasks as requested by the Director.

Minimum Qualifications:

Education: Bachelor's degree required; degree in communications, marketing, market research, or related area desirable. Extensive experience in lieu of a degree will be considered.

Experience:

1. At least ten years of professional experience with the news media. At least three years of management or supervisory experience. Experience working

both in the news media and in public/media relations preferred. Knowledge of print, television, radio, and online media best practices.

2. Excellent communications skills: oral, written and listening. Accomplished in presentations to internal and external audiences. Ability to frame organization-wide position and highlight local work. Experience with faith and interfaith community, with the capacity to speak and write in a spiritually-centered voice.

3. Ability to write for the news media quickly and clearly. Willingness to collaborate with others on written products, working as an editor of others' work and having own work edited.

4. Experience as a media/public relations trainer preferred. Willingness and aptitude in training and guiding staff in improving their communications skills.

Other Required Skills and Abilities

1. Track record showing leadership including initiative, imagination, creative problem solving, strategy formulation, project evaluation, and the ability to establish and maintain effective working relationships with journalists and staff, volunteer leaders, community activists, and external contractors.

2. Resiliency, flexibility and capacity to be effective, productive, keep focused on results, use sound judgment, and retain a sense of humor and positive outlook under pressure. Ability to meet sometimes short and multiple deadlines. Adaptability and ability to manage ambiguity are essential.

3. Knowledge of the AFSC and/or the Religious Society of Friends is desirable; a willingness to become knowledgeable required.

4. Must be able to attend evening and weekend meetings, travel and to be available for consultation within and outside office hours. Ability to work over extended periods for emergencies, special initiatives and other situations.

5. Demonstrated experience working within a complex organizational structure, with committee decision making, with consultative processes, and within a formal framework of decision-making by discernment.

6. Understanding of and commitment to the principles, concerns, and considerations, of AFSC in regard to issues of race, class, nationality, religion, age, gender and sexual orientation, and disabilities. Demonstrated ability to work and communicate with diverse staff.

Compensation: Salary Range # 18 - Exempt - Comprehensive medical and hospitalization plan; term life, accident and salary continuation insurances, defined benefit pension plan, plus fringe benefits; participation in unemployment and worker's compensation and social security.

The American Friends Service Committee is an Affirmative Action/Equal Opportunity Employer. Qualified persons are encouraged to apply regardless of their religious affiliation, race, age, sex, gender identity, sexual orientation or disability.

The National Office of the AFSC is a unionized workplace, represented by District Council 47 of the American Federation of State, County and Municipal Employees, AFL-CIO. This is a confidential position and is not represented. The American Friends Service Committee is a smoke-free workplace.