

## **Media Relations Director**

Florida Association of Planned Parenthood Affiliates

The Media Relations Director is a senior strategist who develops, coordinates and executes media relations, marketing and other communications strategies designed to help beat back the attacks, build power for Planned Parenthood, bring people into our movement, win big issue fights, promote policy and advocacy goals, and protect our brand. The Director develops messages and proactively pitches stories, and conceives and executes measurable results on projects ranging from enhancing visibility and attracting relevant stakeholders to shaping public policy and branding the organization, and promoting an accurate understanding of Planned Parenthood's critical role as a health advocate and provider of lifesaving preventive health care, information and education. This position serves both a local South Florida affiliate and the state policy office.

Essential Functions:

Promote an organizational culture that embraces the agency's workplace values of respect, caring, support, effective communication, teamwork, collaboration, accountability and responsibility; and work with colleagues to create and maintain a workplace environment reflective of those values.

Represent Planned Parenthood's mission and policy positions when speaking to external audiences.

Engineer rapid response to attacks and opportunities--defending our brand, and injecting our patient, donors and volunteers voices into important debates.

Serve as a spokesperson for the organization; screen and respond to press queries and requests for information.

Arrange interviews with the media and brief the CEO and other senior leadership before media interviews, and prepare briefing materials. Staff the CEO and other senior leadership as needed for telephone and on-site interviews. Prepare talking points for organization spokespersons.

Write and edits press releases, statements, talking points, media advisories, letters-to-the-editor, opinion editorials, fact sheets and content for online mediums such as websites and social media sites.

Pro-actively contact editors, reporters and producers to secure coverage and reframe the issues.

Stay up-to-date on reproductive health and related issues; serve as an educational resource for reporters.

Builds and maintains strong relationships with reporters, bloggers, editors, and producers who cover women's health and policy issues.

Develop systems and work plans to ensure an orderly workflow process and a high level of customer service satisfaction among colleagues seeking collaboration on communications projects.

Define, track, measure and report on the progress of initiatives against goals.

Supervise the Communications and Marketing Coordinator.

Experience and Education:

Bachelor's degree from an accredited college or university in Communications, Journalism, Public Relations, Media Relations, or closely related field.

A minimum of five years of relevant work experience including at least two years recent of experience developing, executing, and analyzing media relations campaigns in a fast-paced non-profit or electoral environment including daily writing and pitching to press.

At least one year of experience supervising staff and managing multiple projects on competing and fast-paced timelines.

EEOC & Drug Free Workplace

Please apply at: <https://plannedparenthoodext.hire.com/viewjob.html?optlink-view=view-80094&ERFormID=newjoblist&ERFormCode=any>