

Communications Specialist -Diverse Audiences, Consumer Reports

Job Title: Communications Specialist -Diverse Audiences
Company Name: Consumer Reports
Location: Yonkers, NY USA 10703

This role executes day-to-day public relations activities to help drive awareness of and build affinity for CR and its expertise among new generations and diverse audiences. A core member of the communications team, this individual is responsible for expanding and engaging audiences to maximize marketplace impact, leveraging key advocacy initiatives, amplifying CR content, and publicizing products and expertise. The Communications Specialist works closely with colleagues across the organization in editorial, research and testing, advocacy, and communications.

- Provides media relations support for CR-generated news, product reviews and recommendations, policy positions and/or experts with an emphasis on generational and diverse audiences and media outlets, including Millennial and Latino/Spanish language.
 - Develops and maintains relationships with media and influencers, translating materials from English to Spanish and Spanish to English.
 - Drafts communications materials including news releases, pitch letters, talking points, contact lists, broadcast scripts and social content, translating technical and scientific information into consumer-friendly language while preserving the integrity and precision of CR's work.
 - Serves as Spanish-language spokesperson for CR, drafts talking points for other spokespeople and provides media coaching in both English and Spanish.
 - Helps with long- and short-term planning for media relations campaigns, speaking engagements and thought leadership opportunities, working with internal stakeholders to align on priorities and messaging.
 - Supports executive thought leadership by identifying and securing opportunities, drafting bylines and op-eds, developing presentations and drafting awards entries.
 - Organizes media events and operate in-house satellite TV studio for remote interviews.
 - Partners with outside public relations firms, as directed.
 - Performs other duties as assigned, but not those of a higher level.
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- Bachelor's degree in communications, journalism or related field is required.
 - A minimum of five years of hands-on communications experience with excellent news judgement and background in public relations.
 - Strong verbal and written communications skills in both English and Spanish.
 - Strong media contacts across all channels and platforms with demonstrated success partnering with diverse audience media.
 - Ability to interact effectively with CR reporters, editors, advocates, activists, lobbyists and senior management.

- Exceptionally strong interpersonal, social media, verbal communication, and writing skills. On-camera experience with pre-taped or live Spanish-language broadcast/video is extremely beneficial.
- Experience reaching and engaging new audiences via targeted communications strategies, as well as strong project management skills.
- Team player who collaborates well with others across highly matrixed organization.

Success Criteria:

- Communicates clearly and confidently on a consistent basis; persuades and influences others through compelling communications.
- Stays current on external news, trends and issues, utilizing knowledge of competitive landscape, marketplace trends, best practices and technology.
- Shows intellectual curiosity, demonstrating a commitment to continuous learning and actively seeking feedback.
- Anticipates impacts on key audiences.
- Keeps commitments and acts with integrity.
- Demonstrates humility and authenticity, taking ownership when things go wrong without passing blame.
- Promotes collaboration and inclusion; leverages connections and communications interdependencies.

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