JOB DESCRIPTION

JOB TITLE: Communications and Public Relations Manager	**OFFICE LOCATION:** Chapel Hill
DIVISION: Operations	**SERVICE AREA:** CH/Durham/Wake
DEPARTMENT: Development and Communications	**CLASSIFICATION: E**xempt
DIRECT SUPERVISOR: President	**HOURS PER WEEK:** 40

JOB SUMMARY:

Advance a positive image and increase visibility of the CCSA's internal and external relations, its programs and child care issues through public and media relations, and marketing activities. Provide leadership and oversight of the communications functions, and work collaboratively with the Fund Development Manager on materials production and website maintenance.

DUTIES AND RESPONSIBILITIES:

- Treats information on CCSA clients, employees, Board members or donors in a confidential manner.
- Develop and implement an integrated public and media relations plan for the agency as a whole and in individual divisions and programs.
- Coordinate all media and public relations. Generate press coverage to build awareness of and support for CCSA.
- Oversee the organization's digital presence, including social media, website, and Google AdWords grant
- Cultivate and maintain effective working relationships with members of the broadcast and print media statewide; routinely pitch stories to radio, broadcast and print media locally, statewide and nationally.
- Create public relations opportunities for positive coverage of CCSA, including editorial board meetings, press events, press releases, staff leadership/board appearances on radio, TV and special events.
- Provide counsel and training to appropriate staff in media relations and interview techniques.
- Identify new opportunities for marketing, pr and advertising CCSA and its services.
- Work with Fund Development Manager to engage the Board's Development and Communication Committee in public relations and marketing.
- Work with agency staff in the development and execution of quality community presentations and awareness building activities.
- Facilitates the updating of the media database for reports, mailings, letters, and media relations tracking.
- Performs media and marketing research.
- Coordinates special marketing events and PR logistics and implementation; helps on-site during events.
- Provides prompt and quality service to phone requests from media and other organizational requests.
- Develop and implement annual and long-term, integrated communications plans for the agency as a whole to be approved by the President and presented to the Board of Directors;
- Create and maintain an agency wide communications calendar.
- Oversee all communications activities; generate and provide ongoing and as needed monthly activity reports to leadership.
- Plan, research, write and/or edit copy for all agency publications including; annual report, programs, brochures, print and broadcast PSA's, special publications, materials, press releases, speeches, etc.
- Produces and distributes CCSA's quarterly newsletter; coordinates blog series for external audience.
- Provides support for the production of publications, materials and website updates.
- Ensures overall quality and cost efficiency of all marketing and communications activities and materials.
- Performs other tasks as assigned by the President.

SPECIAL SKILLS:

- Proven track record in communications and media relations.
- Ability to organize and perform work without direct supervision. Takes initiative.
- Excellent accuracy and the ability to handle multiple projects.
- Excellent grammar, writing and public speaking skills.
- Ability to positively interact and influence diverse audiences.

- Effective oral and written communication skills with internal and external clients.
- Computer experience; knowledge of or demonstrated ability to learn FileMaker Pro.
- Experience with InDesign or other graphic design programs.
- Experience with Google AdWords grant, search engine optimization and Google Analytics
- Attention to detail with ability to accurately handle a large volume of administrative work.

SKILLS AND EDUCATION REQUIREMENTS:
A Bachelors degree in Communications, Marketing or related field. Master's degree preferred, will consider commensurate experience. A minimum of three to five years in a communications office leading or providing professional experience in the skills required showing increasing responsibility. Proficiency with computers and standard business machines.

SPECIAL WORKING REQUIREMENTS:
- May require a flexible schedule, including occasional evening and weekend work.
- Must be able to manipulate and operate office supplies and equipment. Occasionally required to lift up to 25 pounds. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential responsibilities.
- No substantiation or criminal conviction of child abuse or neglect.
- An automobile at his/her disposal; a valid, non-suspended NC driver's license and a current automobile liability policy with continuous coverage. Reasonable accommodations may be made at agency's discretion.

SALARY RANGE:

Please note that both ranges reflect salaries for a full-time employee and must be adjusted for hours fewer than 40

- **Please submit your resume to HR@Childcareservices.org**

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