



A.B.O.V.E.

Position Description

Title: Public Relations Manager

Position held by:

PRIMARY FUNCTION:

To manage the reputation of Rochester A.B.O.V.E. with the public, community and media. Also responsible for overseeing the efforts of the public relations committee in maintaining a favorable image of the organization in the world of business.

DUTIES & RESPONSIBILITIES:

- Use all forms of media and communications for communicating the organization's policy.
- Researches, writes press releases and makes sure that they reach the target audience.
- Actively involved in preparing publicity brochures, handouts, promotional videos and multimedia programs that serve to reach the organization's policies to the public.
- Helping with suggestions to maintain the organization's website and/or internet web pages.
- Responsible for organizing press conferences, exhibitions and press tours and press releases.
- Answer all questions relating to the organization's strategies.
- Evaluates the advertising and promotional programs and ensures that it is compatible with the target audience.
- Works closely with the advisory chair/committee to improve the relation between the board/committee members.
- Works closely with the Marketing and Promotions Director to ensure proper representation of the organization and the services provided.

REQUIREMENTS:

- Must show a good understanding of the organization's objectives
- Must be proactive in generating new ideas for effective communication of those objectives
- Must show strong leadership qualities
- Should be able to think out of the box and react quickly
- Must be flexible, reliable and organized
- Must have basic computer skills
- Must have the ability to work independently as well as in a group
- Must have excellent managerial & communication skills
- Must be attentive to details
- Must understand how the media works
- Must maintain confidentiality
- Must be able to successfully facilitate and complete programming projects and actions in a timely manner
- Attend board/committee meetings and events