



OPERATION GRATITUDE Position Description

JOB TITLE:	Manager, Public Relations
DEPARTMENT:	Development
REPORTS TO:	Director of Marketing and Communications
LOCATION:	Remote
TRAVEL:	20%

MISSION + VISION:

Mission: Our mission is to honor the service of our military and first responders by creating opportunities to say thank you

Vision: We are focused on a future where all who serve believe the American people care

KEY RESPONSIBILITIES:

Reporting to the Director of Marketing & Communications, the Public Relations Manager will administer the company's public relations management.

Administration includes but is not limited to:

- Develop and implement annual media relations strategy, crisis management strategy, and seek high-level placements in print, broadcast, and digital media that align with Operation Gratitude's strategic plan.
- Work with the Director of Communications and Social Media Coordinator to engage audiences across traditional and new media.
- Leverage existing media relationships and cultivate new contacts within business and industry media.
- Manage media inquiries, interview requests and media appearances at Operation Gratitude events.
- Write press releases and pitch Operation Gratitude stories to media contacts.
- Develop talking points for management and other employees, as required.
- Act as first point of contact for media inquiries and press response in 'crisis' situations.
- Conduct prep meetings and/or memos with stakeholders prior to interviews.
- Monitor, analyze and communicate PR results and data on a monthly basis.
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.
- Organize promotional events such as activations in public settings to increase Operation Gratitude's national footprint.
- Build relationships with thought leaders to grow industry awareness.
- Maintain a keen understanding of industry trends and make appropriate recommendations regarding communication strategy.

- Support Communications team with email campaigns.
- Other duties as assigned.

QUALIFICATIONS AND EXPERIENCE:

- A bachelor's degree in communications or equivalent field is required ; relevant work experience may be strongly considered in addition to or in lieu of educational requirements.
- Possesses knowledge of best practices in communications and marketing strategies.
- Demonstrates excellent writing and editing skills.
- Experience in journalism as a reporter, writer, blogger or correspondent is a plus.
- Is a team player with the confidence to take the lead and guide other employees when necessary.
- Demonstrates good technical understanding and can learn, develop and implement new processes and tools quickly.
- Working knowledge of Microsoft Office, Google Suite, TVEyes, Meltwater and other productivities software and communications platforms preferred; experience and proficiency with Salesforce CRM a plus.

SALARY RANGE IS HIGHLY COMPETITIVE (\$60,000-\$80,000 DOE) AND COMMENSURATE WITH QUALIFICATIONS AND EXPERIENCE. A comprehensive benefits package will be offered.

Location: Remote

Operation Gratitude is an equal opportunity employer

For more information about Operation Gratitude, please visit www.operationgratitude.com