



## MINISTRY DESCRIPTION

**Title:** Public Relations Director  
**Department:** Communications  
**Reports to:** National Spokesperson

**Schedule:** Regular, Full-time  
**FLSA:** Exempt

### **Ministry Function:**

The Public Relations Director supports the ministry of Convoy of Hope by executing and assisting with the development of the Public Engagement / Public Relations plan.

### **Essential Duties and Responsibilities:**

1. Executes public relations efforts for the organization.
2. Works with media outlets to gain local, national and international exposure for the organization.
3. Engages and builds relationships with media contacts and influencers who can serve as advocates for the organization.
4. Creates and distributes press releases, media advisories and other print/digital assets.
5. Assist in the collection and creation of stories relating to the organization's work, guests and recipients.
6. Curates, compiles and maintains the official numbers and statistics for the organization.
7. Write short and long form pieces for various communications channels.
8. Work with National Spokesperson to create excellent creative assets that help promote the organization and its work.
9. Researches and monitors trends to maintain current earned media needs.
10. Coordinate and implement an internal communications plan to distribute timely info to team members across the organization.
11. Coordinates messaging, publicity and promotion where representatives, trucks and/or booths are required.
12. Represents the organization by speaking at local schools, churches and civic organizations.
13. Lead tours of the organization's campuses.
14. Assist in the monitoring, creating and implementation of social media strategy.
15. Serve as a backup to the Social Media Coordinator in their absence.
16. Serve as a backup to the team driving website content.
17. Coordinate a backup spokesperson with the Chief Communications and Marketing Officer in the absence of the National Spokesperson.
18. Manages according to established CoH policies and procedures and holds self and staff accountable to them. Continuously finds processes that create improved efficiency while maintaining conformance to approved policies.
19. Responsible to know and stay within established budget, holding self and staff accountable to it.

### **Required Knowledge, Skills, and Abilities:**

1. Bachelor's degree in communications, marketing or public relations preferred; high school diploma or equivalent required.

2. 2-plus years of experience in public relations, communications, marketing or media preferred.
3. Proven ability to use Cision PR software with extensive knowledge of public relations best practices.
4. Ability to use a computer and software programs, including but not limited to Microsoft Word, Excel, Google Docs and Gmail.
5. Must exhibit a professional demeanor when working with all levels of team, vendors, guests and donors.
6. Excellent written and verbal communication skills illustrating proper use of English grammar.
7. Serve as an advocate for the ministry, striving to nurture, broaden and develop financial and other resource opportunities to support and expand organizational and program ministry.
8. Ability to positively represent the ministry of Convoy of Hope, including its mission statement and core values, to all outside constituencies.
9. As a Christian organization, Convoy of Hope believes it is critical that each staff member embraces the organization's religious purposes for which it exists and not only agrees with its Statement of Faith but demonstrates it in their lives on an ongoing basis.

#### **Supervisory Responsibilities:**

Will supervise interns and contractors assisting the Public Information/Engagement team. Will supervise public relations team members in the absence of the National Spokesperson.

Created: 05/02/18  
Revised: