

Ozarks Food Harvest

Job Description

Position title: Public Relations Coordinator
Department: Communications
Reports to: Director of Communications
Position Type: Full-time

About Ozarks Food Harvest:

At Ozarks Food Harvest, we're passionate about making a difference in the lives of others – especially those who are food insecure. We believe everyone deserves enough to eat so they can lead a full and healthy life. All members of our team are proud of their work because we know we are making a real impact. Our mission has helped us build strong careers and a culture dedicated to working smart and efficiently. We are a member of the Feeding America network, which is the nation's largest domestic hunger-relief organization.

Job Summary:

This position develops and implements public relations strategies, fosters media relationships and helps maintain positive engagement with Ozarks Food Harvest's mission.

Responsibilities:

Communication Strategy

- Work with Director of Communications to develop and execute an annual news release schedule to promote Ozarks Food Harvest's mission and initiatives
- Collaborate with staff to ensure key messages and branding are consistent across all communication channels

Media Relations

- Write press releases, media advisories, letters to editors, fact sheets and similar PR pieces to promote Ozarks Food Harvest
- Maintain an up-to-date media list of journalists, influencers, and other members of the media
- Work with Director of Communications to arrange media interviews for relevant staff and draft talking points when appropriate

Spokesperson Role

- Assist with serving as a company spokesperson when appropriate with the media and other stakeholders
- Grant interviews, deliver presentations and answer questions from the public about specific issues, campaign or promotions
- Oversee publicity opportunities including public speaking engagements, tours and other public outreach

Monitoring and Reporting

- Track media coverage and analyze effectiveness
- Provide regular reports on initiatives to Director of Communications
- Monitor Ozarks Food Harvest and Feeding America's activities to identify possible stories

Digital Media

- Collaborate with the social media team to coordinate PR efforts related to strategy and content development.
- Develop videos with professional assistance and work with media contacts to secure local PSAs
- Take photographs and upload when necessary
- Assist with writing website copy to ensure key messages and branding are consistent

Content Creation

- Help strategize and write organization's major communication pieces used in fundraising, including:
 - *Harvest Time* quarterly newsletters for financial donors, food donors and volunteers
 - *First Monday Memo* monthly newsletter for major supporters and key community leaders
 - Food bank handouts, one-sheets, backgrounders, presentation materials, etc.

Events

- Work in partnership with event staff on major fundraising and awareness events as needed such as *Hungerthon*, *Hunger Action Month*, *Check Out Hunger*, and cause marketing events.
- Provide communication and public relations support as required for success of events

Position Qualifications:

- Bachelor's degree in public relations, communication, journalism or a related field required
- Two years of experience in public relations or communications roles, preferably in a nonprofit organization
- Strong writing skills and knowledge of AP style guidelines
- Exceptional communication and media relations skills
- Writing samples/portfolio that demonstrates experience writing for public relations, web, brochures, newsletters, social and/or traditional media
- Highly organized, detail-oriented and able to manage multiple projects simultaneously
- Experience with Microsoft programs, email platforms and social media required
- WordPress management experience a plus
- Passion for Ozarks Food Harvest's mission and dedication to making a positive impact
- Able to demonstrate expert understanding of organization and mission
- Must be physically able to lift 25-50 pounds and setup for organization events/press activities
- Expected to work outside normal business hours when needed

To apply, please email cover letter, resume and a writing sample/portfolio to ofhjobs@ozarksfoodharvest.org. No phone calls, please.

This job description does not list all the potential duties of the job and Ozarks Food Harvest has the right to revise this job description at any time.