

Colorado Veterinary Medical Foundation

Position Description for Manager of Public Relations

Objective

The manager of public relations cultivates relationships with members of the media and organizations with mass communications capabilities in order to enhance the frequency and quality of communications about veterinary medicine in Colorado. S/he proactively educates members of the public on proper animal care and the quality of veterinary medicine available today in order to improve overall animal care and health. S/he enhances public perception of veterinarians and veterinary care by promoting veterinarians as caring, compassionate, and knowledgeable medical professionals who are devoted to the human-animal bond. Additionally, s/he promotes the work of the foundation to the public in an effort to increase donations, participation in special events, and heighten recognition of the public service provided by foundation programs. This position reports to the director of communications.

Duties and Responsibilities

General

- Develop, recommend, and manage comprehensive public relations programs for approved strategic initiatives.
- Contribute to the development of the public relations budget, monitor programs to stay within budget, and help to identify ways to generate external dollars that support public relations initiatives.
- Work closely with director of communications to ensure messages support overall communications strategy, including managing social media activities for all organizations.

External Communications

- Identify potential topics of interest to consumers, research target audiences, establish timelines, develop and disseminate promotional items (i.e. press releases, etc.), pitch stories to media, and track, measure, and evaluate results.
- Manage external marketing and promotion of all public relations and development events, including distributing press releases and marketing collateral, arranging media coverage, writing articles for internal Colorado Veterinary Medical Association (CVMA) and Denver Area Veterinary Medical Society (DAVMS) publications, utilizing social media as appropriate, and tracking results.
- Serve as primary media contact and provide reactive media relations, including serving as spokesperson for the organizations when appropriate, or identifying appropriate spokespersons and coordinating interviews/press conferences, and maintaining records of contacts.
- Develop and maintain a comprehensive list of local, state, and national media contacts, and cultivate on-going, proactive relationships with key media representatives.
- Collaborate with members of allied agencies on projects. Serve as media contact and a representative of the organizations to the Metro Denver Shelter Alliance (MDSA), Coalition for Living Safely with Dogs, Colorado Alliance for Cruelty Prevention, and other groups as assigned.
- Serve as an active member of the MDSA to promote messaging to public about the work, goals and mission of the MDSA and its members.
- Chair Hispanic Outreach and Linkage Alliance (HOLA) and lead group to set goals, achieve goals, and measure success and impact of group.
- Coordinate writing and distribution of all media releases, advisories and other media-related collateral. Responsible for developing content or a distribution plan for press kits.
- Respond to public relations inquiries from members and offer guidance and assistance (media training) for public relations efforts by members that are not specific to the member's practice.
- Develop public relations related content in the consumer sections of the associations' websites and social media sites.

- Maintain content and update regularly the DAVMS, MDSA and CVMF websites and social media sites.
- Develop articles pertaining to public relations events for publications such as newsletters.
- Identify opportunities for and facilitate the organizations' presence at consumer events.
- Work closely with executive director and director of communications on crisis communications and government relations issues.
- Monitor media coverage of the associations and veterinary medicine in Colorado; inform the executive director and recommend responses.
- Promote internal information, such as award winners and meetings, to the media and other external groups.
- Shoot and edit video for promotional videos; take photos as needed.

Event Planning and Logistics

- Plan and work with the learning department to manage DAVMS and CVMA special events that promote public relations objectives (e.g., seminars for consumers, 9News Pet Check, media training, HOLA Lunch and Learn), and the development department to manage CVMF special events (e.g., Mutts and Models, Colorado's Animal Heroes).
- Interface with other departments to ensure accomplishment of logistical requirements including negotiating contracts prior to executive director's signature, making travel and lodging arrangements, maintaining speaker databases, coordinating audio visual needs and room set ups, coordinating food and beverage requirements, coordinating the registration desk, collecting speaker notes, and tracking speaker expenses. Provide feedback via attendee evaluations and official appreciation on behalf of the association.
- Interface with other departments to ensure maintenance of attendee databases including sending attendee confirmations and program reminders.
- Work with other departments to compile all program course materials including individual program notes, evaluations, sign-in sheets, and attendee lists.
- Produce all marketing pieces promoting public relations events, including basic graphic design.

Qualifications

- Bachelor's degree in public relations, marketing, journalism, communications, or similar program or equivalent experience.
- Three to five years of experience in public/media relations and/or marketing, with a solid knowledge of communications processes and methods. Association and/or nonprofit experience preferred.
- Experience in developing newsletters, marketing collateral, websites, and social media.
- Ability to organize and prioritize tasks and meet deadlines.
- Ability to handle multiple projects simultaneously, while working in a fast-paced, high-output environment.
- Excellent oral communication and interpersonal skills.
- Positive attitude and team player; ability to display enthusiasm, competence and professionalism while representing the organizations.
- Excellent writing, editing, and proofreading skills.
- Excellent computer skills (Microsoft Office).
- Some local travel, and occasional night and weekend work for events, is required.

To Apply

Please email your cover letter, with salary requirements, and resume to:
Suzanne Crest, Manager of Human Resources, Colorado Veterinary Medical Foundation
HumanResources@colovma.org

Please also submit samples of your writing, including a press release, and reference the manager of public relations position in the subject of your email.

Please note we are unable to provide relocation assistance or interview travel costs.
CVMF is an equal opportunity employer.