Media Relations Manager

Job posted by SIKH AMERICAN LEGAL DEFENSE AND EDUCATION FUND (SALDEF)

JOB TYPE
Full Time

DESCRIPTION
Position Title: Media Relations Manager
Salary: Salary will be competitive and commensurate with experience.
Job Status: Full-time position with benefits including, generous vacation policy, health, dental & vision insurance
Reports To: Executive Director
Location: Washington, DC and Remote

About SALDEF

SALDEF is the nation’s oldest Sikh American civil rights and advocacy organization. Its mission is to protect the civil rights of Sikh Americans and ensure a fostering environment in the United States for Sikh Americans. SALDEF provides services and programs to empower Sikh Americans through advocacy, education and media relations.

SALDEF’s vision is to create an America where:

- Sikh Americans are recognized and respected as an integral part of American society.
- Sikh Americans take a leadership role in shaping public policy and strengthening civil rights for all Americans.
- Sikh Americans are represented at the highest levels of government and in the media.

ROLES AND RESPONSIBILITIES

- Manage media relations, maintain the media contacts database, prepare press releases and conduct news conferences. Develop media strategies, pitch stories and draft op-ed pieces.
- Establish a community-wide crisis communication plan
- Identify, train, and support community spokespersons to effectively engage with local media
- Work with Public Relations firm to conduct public perception assessment market research
- Respond to press calls, develop talking points or quotes, and work with the Executive Director to determine the best spokesperson to convey Sikh American community’s message.
- Assist with content for SALDEF’s social networking sites such as Facebook, Instagram, Twitter etc.
- Produce and coordinate the scheduling of advertising for media and event programs.
- Write, produce and edit community advisories.
- Write, produce and edit the annual report.
- Contribute to the development and implementation of a development supported growth strategy for telecommunications, technology, and media diversity, including the identification of donor prospects through work with peer organizations and other professional contacts.
- Assist with fundraising, grants management, and relationship management with funders and supporters.
- Work with the finance and development teams to craft project budgets and contribute to the development of grant proposals relating to telecommunications, technology, and media diversity.
- Collaborate with the development team to identify opportunities for engaging with funders.
- Provide content/information for donor communications and materials (donor newsletters, action alerts, special reports from the executive director, social media postings, etc.)
- Attend meetings with prospects/donors as necessary and appropriate

QUALIFICATIONS

- Bachelor’s degree and a minimum of three years of relevant experience.
- Demonstrated experience in public relations, journalism, civil liberties law, or a related field requiring significant writing and public relations duties.
- Demonstrated experience working in a multi-disciplinary team setting to develop communications strategy and message to the public.
• Demonstrated ability to communicate complex and controversial issues and to convey information about the issues to both narrow and broad audiences.
• Experience working in Sikh American or South Asian communities is preferred.
• Must work well in a small office and team environment.
• Strong verbal, communication, and interpersonal skills.
• Must demonstrate tact and grace under pressure.
• Exceptional research, analytical, writing and editing skills with working knowledge of the production of printed publications, including layout and graphic design.
• Outstanding skills in cultivating contacts in the news media and overseeing the press contact database, as well as responding to press inquiries.
• Ability to multitask and work under tight deadlines.
• Willingness to travel.

HOW TO APPLY

Please email a thoughtful cover letter detailing your relevant experience, resume with 3 references (at least 2 work references), and an unedited writing sample (communications writing sample) (maximum 5 pages) as a single PDF document to careers@saldef.org, indicating “Media Relations Manager” in the subject line. We are accepting applications and interviewing candidates on a rolling basis, and will give priority consideration to applications received by February 1, 2022. Only qualified candidates will be contacted.

Applications will be accepted until the position is filled.

This job description provides a general but not comprehensive list of the essential responsibilities and qualifications required. It does not represent a contract of employment. SALDEF reserves the right to change the job description and/or posting at any time without advance notice.

SALDEF is an equal opportunity employer. No phone calls, please.