

Posting Information

Position Title: PR Specialist **Position Type:** Full-Time Employment **Position Location:** Utah County, Utah **Position Pay:** \$65,000-82,500

Hiring Manager: Jen Price | hr@youniquefoundation.org | 385.345.4556

Foundation Mission

We inspire hope in women who were sexually abused as children or adolescents by providing healing services through retreats, survivor communities, and online resources. We empower parents and caregivers to protect children from sexual abuse through education and online resources. We make it safe to openly discuss sexual abuse through community dialogue and social awareness.

Qualifications

We are seeking a PR coordinator to work on our Awareness team to do the following: 1) Lead out on Foundation public relations initiatives. 2) Support campaign and Foundation marketing efforts related to local and national media placements. 3) Develop and cultivate influencer and media contacts.

Educational/Professional Requirements

- A master's degree or equivalent work experience

Experience Requirements

- 5-year minimum previous work in communications or PR
- Excellent organizational skills, both written and verbal
- Proven track record with public relations outreach, crisis management, and maintaining brand voice across contacts and channels.

Responsibilities

- Lead out on proactive strategic media pitching to promote the Foundation and Foundation campaigns
- Write and deliver press releases and news pitches related to Foundation campaigns and initiatives
- Proactively pursue earned media opportunities for the Foundation both locally and nationally
- Research and consult on best opportunities for ROI for both paid and earned media
- Train and coach staff for media opportunities
- Work closely with internal teams and collaborate cross functionally with all departments to support public relations and outreach initiatives
- Help maintain and drive brand integrity and public perception of the Foundation across all channels

- Organize and maintain records of media contacts and influencers and work to seed Foundation initiatives to those groups
- Keep teams updated on industry trends