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## Social Media and PR Manager

**OVERVIEW:** The Manager will proactively advance the mission and the objectives of the National Military Family Association through the use of social media, public relations and outreach initiatives. The Social Media and PR Manager engages target audiences and monitors media developments. This position communicates with internal departments to respond to what's important to our constituents in a timely and effective manner. The Social Media and PR Manager will also reach out to other organizations for partnerships, speaking and writing opportunities, and media interviews.

### RESPONSIBILITIES:

- Increase community support of our Association:
  - Identify best channels to achieve Association's goal to inform and engage target audiences
- Manage Association social media communications; includes daily posting and responses as well as analyzing activity, and making recommendations to improve outreach
- Develop and implement a strategic approach to increase the size and engagement of our social media community, to include providing regular metrics on all social media channels
- Drive and implement the Association's public relations strategy:
  - Pro-actively pitch our Association's work to media organizations and other key influencers
  - Develop key messages and train staff to incorporate those messages into Association materials that include; letters, testimony, web copy, presentations, and print materials
  - Create and implement guidelines for media interaction
  - Quickly and effectively manage incoming media requests
  - Serve as a spokesperson for our Association
  - Act as a liaison between public relations agencies and our Association
  - Write and disseminate press releases
  - Manage and update Association media list
  - Conduct media and public speaking training
- Manage Association brand identity:
  - Responsible for oversight of the Association's style guide
  - Train staff and monitor trademark, logo, and tagline usage
  - Work with supporting organizations to ensure consistent use of Association brand elements
- Represent our Association at meetings and events
- Monitor PR trends to incorporate new methods in the Association's outreach and messaging
- Manage relationships with external partners
- Help plan, organize and execute Association events
- Travel, as required

### QUALIFICATIONS:

- Media and/or PR experience
- Minimum 2 years of experience strategically managing various social media channels and working knowledge of social media advertising
- Experience managing relationships with partner organizations
- Excellent oral and written communication skills
- Analytical and planning skills
- Familiarity of the military family lifestyle

**COMPENSATION:** Annual salary; leave and personal days and holidays in accordance with the Personnel Handbook; medical benefits; paid Short Term Disability Insurance; option to participate in payroll Flexible Spending Account, as well as Long-Term Disability and Accident Insurance; limited matching 403(b) retirement plan available; free parking.

**To Apply:** Please send a **resume and cover letter with salary requirements** to [r@militaryfamily.org](mailto:r@militaryfamily.org)