



Public Relations Specialist
Part time; 20 hours/week
Posted: Thursday, November 5 2020

Job Summary:

We're looking for an energetic individual to develop, implement and monitor our public relations, communications and marketing plan - allowing the public, our stakeholders, and individuals and families served to fully understand and be excited about our Mission, purpose and services offered. Reports to Agency Executive Director.

Key Responsibilities:

- Development, implementation and monitoring of:
 - Written communications, ie newsletters, promotional materials, etc.
 - Social media sites
 - Special event activities, ie fundraising, open houses, etc.
- Media relations
- Business/organizational partner relations
- Agency representation at community, civic events, ie Chambers of Commerce, etc.

Key Requirements/Skills:

- Bachelor's Degree in Public Relations, Marketing, Communications, Journalism or other related field required.
- Minimum of three (3) years prior proven experience in public relations / communications / marketing or similar experience required.
- Excellent interpersonal, communication (oral and written), presentation skills required.
- Competence in common social media business platforms, as well as Microsoft Office products and graphic design, video software.
- Clear criminal background check and caregivers background check.
- Valid WI drivers license with clear record required.

Submit letter of interest outlining applicable skills and experience to Human Resources Manager; opportunities@portalinc.org.