



Position Title: Public Relations Specialist

Job Description & Responsibilities:

- Upholding the positive and accurate branding of E.O.F.S.A.A. according to the approved guidelines set in the Branding Kit.
- Being proactive in developing strategies and creative materials to promote the positive image of the Association.
- Mitigating any negative press and/or situations in which the Association was poorly represented at the result, but is not limited to, of any actions of current or former board members, alumni, or any person claiming association with E.O.F.S.A.A. when necessary.
- Working with the Events & Marketing Manager to monitor the updating of social media, any promotional material, and the website on a consistent basis to ensure negative press is addressed.
- Reporting on progress made with any plan of action that he/she would like to utilize and educates the whole administrative body on said plan.
- Putting together official press releases
- Acting liaison with institutional, vendor, and community partners
- Procures institutional and vendor partners

Qualifications & Requirements:

- Must be an E.O.F. Alumna/Alumnus with a Bachelor's Degree and a minimum of two years of professional experience
- Must be highly organized and a self-motivator and self-starter
- Be able to multi-task well and take on multiple projects at once
- Be able to establish and maintain effective working relationships with board members, volunteers, community partners, and general public
- Efficient communication ability, both written and oral
- Experience in public relations and marketing is preferred but not required
- Should be proficient and comfortable with virtual team collaboration
- An understanding of the following tools: Google Apps, Video conferencing, and virtual project management tools (i.e. Asana) is preferred