

## **MEDIA RELATIONS SPECIALIST**

**American Heart Association**

**To apply:**

**Send a cover letter and resume to**

**GSastaffing@heart.org.**

### **Function:**

- Develops and implements communications plans promoting AHA's causes, programs, products, services and select fundraising events through traditional and non-traditional media.
- Develops and implements media sponsorships and media events.
- Creates media materials and other tools to inform key audiences about heart disease and stroke.
- Provides communications counsel to affiliate staff and volunteers.
- Assists with crisis communications and sensitive issues on an as-needed basis.
- Interacts with volunteer leadership, senior management, component staff, news media, outside organizations and the general public for the purpose of enhancing the AHA public image and increasing the flow of news and other information to the media.

### **Major Responsibilities:**

- Develops/implements communications plans that promote the AHA's programs, products and services
- Pitches/places stories in traditional and non-traditional media
- Develop media sponsorship proposals and secures media sponsorships as appropriate
- Develops and implements media events, such as survivor recognition events and news conferences
- Writes/distributes news releases and other media materials as appropriate to local media in the Greater Tampa Bay area
- Secures media participation in AHA events as emcees, etc.
- Implements awareness and cause-marketing campaigns on topics such as women and heart disease, stroke, childhood obesity and physical activity. Works collaboratively with other key market staff to develop integrated approach to such campaigns.
- Conducts media relations activities to support American Heart Month and American Stroke Month
- Works in collaboration with media advocacy staff to develop appropriate media advocacy strategies and implements strategies as appropriate.
- Develops media sponsorships and works to place PSAs locally.
- Identifies, secures and media trains local AHA spokespersons
- Develops and oversees implementation of communications plans for local fundraising events as appropriate
- Works with Gala/Fundraising staff to determine roles/responsibilities and provide support as appropriate
- Identifies human interest stories to be used for generating media coverage

- Tracks all media interactions and develops/maintains AHA/ASA spokesperson database in Siebel.
- Promotes national health and science news to local media
- Works with supervisor to manage local paid advertising projects, including third party media sponsorships.
- Works with supervisor to manage local crises or sensitive issues.
- Works with staff to assure that branding guidelines are followed locally
- Helps fulfill public relations needs of corporate sponsored programs
- Manages and implements other projects as identified by supervisor

**Minimum Qualifications:**

- Bachelor's degree in communications, public relations, journalism or related field
- Minimum of five years experience in communications, public relations and journalism, or three years experience and specialized college-level education, or any equivalent combination of training and experience
- Experience applying the principles and practices of communications planning and consulting
- Experience working as both a team leader and a team member with multiple internal and external constituencies: staff, the media, external corporations and volunteers
- Experience implementing public relations campaigns, pitching to media, planning media events and development of press releases.
- Exceptional oral and written communications skills, to include specialized experience in speech writing, general business writing, writing and editing for both print and broadcast media
- Working knowledge of news media operations, newsgathering and technology
- Experience with crisis communications and issues management
- Demonstrated experience in working conceptually
- Demonstrated problem-solving skills

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GSASTAFFING@heart.org.

Erica Rogers

Regional Vice President, Marketing/Communications

American Heart Association

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