

United Way of Anchorage works to advance the common good by focusing on the building blocks for a good life: education, income and health. Our goal is to create long lasting change that prevents problems from happening in the first place. You are invited to be part of the change.

## **Position: Manager, Communications and Media Relations**

**Primary Job Objective:** To manage communications and public relations for United Way of Anchorage and its departments throughout the year consistent with its mission.

### **Responsibilities:**

**Media Relations:** Responsible for pursuing a strategic approach to promoting issues and developing editorial support for UW and keeping UW in front of the public in a positive way. Develop relationships with various media outlets and maintain regular efforts to promote UW's community impact work and results to media, target stakeholders and the general public. Design and implement media and social marketing campaigns in support of UW community plans.

**Communications:** Responsible for comprehensive, high impact copy for print collateral, advertising, e-communications and website consistent with UW brand and message strategy. Develop and implement an active schedule for news/success story collection of individual "impact/success stories" including photos. Produce and script a variety of public presentations.

### **Position Requirements:**

#### **Education:**

Bachelor's degree in Public Relations, Journalism, Communications, or related major or equivalent experience required.

**Experience:** Minimum 4 years proven experience in public and media relations.

**Skills:** Proven track record cultivating relationships with reporters and editors. Excellent writing and communications skills. Superior organizational skills. Ability to manage multiple priorities and meet deadlines in a fast-paced environment.

**Please email cover letter, resume, examples of previous works, and references to Sandy McClintock at [smcclintock@ak.org](mailto:smcclintock@ak.org). Position closes November 20, 2008.**