



Neighbor helping Neighbor

www.samaritanhousesanmateo.org



Position Title:	Communications & Public Relations (PR) Specialist
Department:	Development
Supervisor:	Associate Director of Development & Communications
FLSA:	Full Time/Non-Exempt/Hourly
Wage Compensation Range:	\$47K-52K annual
Benefits:	Medical/ Dental/Life/LTD/AD&D;22 days 1 st year PTO 9 Holidays
Voluntary Benefits:	Vision/Salary Protection Program via AFLAC/ 403(B) Ret/Flex Spending/Commuter Benefits

Since 1974, Samaritan House has grown to become San Mateo County’s leading non-profit that brings a new level of hope, dignity, and empowerment to people living in poverty as they fulfill immediate needs and guide people to self-reliance. Recognized as a role model in the community, Samaritan House is the largest food distribution agency in the county. Its other free services include shelter and housing assistance; medical and dental clinics; clothes for children; personalized case management and much more. We do this with the help of an excellent team of dedicated staff and volunteers. People who come to Samaritan house are welcomed with a smile by friendly, helpful staff, which quickly builds trust and breaks down the stigma associated with being in need. They also discover that Samaritan House takes a holistic approach to poverty that goes beyond food, shelter and clothing. Serving a client is not a single transaction but the start of an on-going relationship to move individuals and families towards self-reliance. At Samaritan House we strive for excellence and leverage community resources to find and implement creative solutions for our community’s needs.

We believe in providing our team with supportive work environments and opportunities for development. We offer excellent opportunities for individuals with proven strong, creative, results-driven leadership skills and excellent work ethics. We welcome candidates who love working with people of diverse backgrounds who seek to make a difference by helping us create a caring compassionate community helping our neighbors in need.

Under the general supervision of the Associate Director of Development & Communications the Communications and Public Relations Specialist is responsible for increasing the visibility of Samaritan House and its programs through the development and delivery of public relations, communications and marketing strategies; including working closely with various media networks- TV, Radio, Publications; using internet and social media sites; and writing, producing, and publicizing a variety of print materials- newsletters, annual report, articles, etc.

CANDIDATE QUALIFICATIONS

Preferred and required job qualifications for the position are as follows:

Education: Bachelor’s degree in Communications, Marketing, Journalism or Public Relations or equivalent experience required.

Work Experience: Minimum two years public relations work experience; Non-profit work experience; and experience in creating high level media and outreach reports.

Knowledge, Skills and Abilities:

- Superior verbal and written communication skills are required. Strong media relations, story development and pitching skills are required. Strong persuasive writing proficiency. Superior understanding of messaging and framing.

- Excellent knowledge and skills in creating social media campaigns and successfully using (but not limited to) YouTube, Twitter, Facebook and other social media vehicles with a proven record of driving visitors and building a fan base to these social media outlets.
- Excellent computer proficiency: Photoshop, Illustrator, InDesign, web development (WordPress and HTML), Microsoft Office Suite; Adobe Suite; Ability to create photography and video projects quickly.
- Excellent interpersonal and relationship building skills. Must be able to work effectively and collaboratively with all Agency constituents, partnering agencies, vendors, media, volunteers, internal teams etc. High level of integrity, work ethic and excellent customer service skills. Ability to work independently and collaboratively when needed.
- Excellent reasoning and judgment skills; ability to be agile and make quick decisions under normal or stressful circumstances.
- Strong attention to detail, organizational skills and ability to prioritize successfully in a fast paced busy work environment.
- Must be able to travel between Agency sites or other locations as assigned. Valid California driver's license, dependable transportation with insurance and clean driving record.
- Flexible schedule required, including ability to work early mornings, evenings, weekends and holidays as required by program and media needs.

ESSENTIAL FUNCTIONS OF THE POSITION

INCLUDING BUT NOT LIMITED TO:

Marketing:

Perform a variety of marketing related tasks including but not limited to the development of materials related to general advertising, events and direct mail campaigns. Prepare presentations and reports. More specifically,

- Develop and coordinate promotional materials in collaboration with program managers.
- Generate bi-annual newsletter, annual report, press releases, website, social media, and other collateral materials as well as invitations, programs, signs and video presentations, and any other related project as assigned.
- Assist in planning and coordinating direct mail appeals and electronic campaigns.

Communications, Social Media and Website:

Develop, execute and maintain strategies for social media, communications and website aligned with agency goals.

- Develop concept for, maintain, and update the agency's website.
- Execute communications that maintain Samaritan House's brand and messaging.
- Market and promote the agency's goals and objectives within the community
- Manage agency's presence across selected social media channels
- In collaboration with the Associate Director of Development & Communications as well as the Director of Development & Communications, Design and implement an annual communications plan and media strategy, including project timelines, in support of agency goals.

Public Relations: Develop and implement promotional, publicity and marketing programs as well as represent the agency to the community, government and media to publicize programs, events or needs of the agency

- Seek and develop opportunities to enhance the image of the agency externally. Build media lists; track and report media coverage. Pitch news stories to reporters, producers, and editors.
- Develop reciprocal relationships with local newspaper reporters, TV/radio personnel, and City and County public relations personnel.
- Coordinate media and public relations activities including coordinating media requests with appropriate staff and board spokespeople.
- Act as spokesperson as needed or assist assigned agency spokesperson (CEO/COO/DOD) with external entities
- Travel to Agency programs throughout San Mateo County for photography, events, client interviews and creation of digital videos.

Graphics: Design and Develop attractive formats using desktop publishing or related software/hardware to support the agency's mission for some printed and e-marketing materials including flyers, brochures, cards or any other assigned materials

- Work with professional designer on creating stationery, annual reports, newsletters, posters, materials with other media i.e. drawings, paintings and photographs
- Create promotional flyers and other materials as needed
- Ensure consistent branding

Other Department, Agency and Administrative Duties include but are not limited to:

- Maintenance and organization of central repository for agency photos, releases, and print materials.
- Supervise and coordinate volunteers when needed. May use volunteers to support work flow as needed. With advance HR approval and evaluation, may develop intern opportunities in this area.
- Support, assist and attend general development department and agency events, activities and functions as needed. Assume responsibility and leadership for any related tasks within these events.
- Assist with the maintenance of a safe work environment and report any incidents within 24 hours or immediately
- Work occasional evenings, early mornings, weekends and holidays depending on programmatic needs and events. Reliability with attendance is critical for all aspects of this job. Adjust schedule as needed for events, training, and meetings with supervisor pre-approval.
- Use Personal Mobile Device or any other assigned agency equipment provided for professional purposes only. Required time for usage of devices outside of scheduled work hours are to be reported and paid.
- Attend any assigned trainings or meetings internal or external- represent Samaritan House positively and professionally.
- Perform other duties as directed.

APPLICATION PROCESS

Interested candidates for this position will be required to submit the following documents**:

- Cover letter
- Resume
- Two writing samples of press or media releases, newsletters, brochures, etc.

**Candidates who are unable to submit the requested documents will not be considered.

Send applications to:

SAMARITAN HOUSE
Director of Human Resources
4031 Pacific Blvd.
San Mateo, CA 94403
E-mail: hr@samaritanhousesanmateo.org
Via facsimile: (650) 294-4336

No phone calls, please! Samaritan House is an equal opportunity employer. *Because of the volume of applications Samaritan House receives, we regret we are not able to respond to every applicant individually. If your skills and experience are a good match for this position, we will contact you for an interview.*