



Media Relations Director

About the Campaign

The National Campaign to Prevent Teen and Unplanned Pregnancy works to ensure that all children are born into families committed to and ready to raise the next generation. Our goals over the next ten years are to: 1) reduce teen pregnancy by 50 percent; 2) reduce unplanned pregnancy among women age 18-29 by 25 percent; and 3) reduce racial/ethnic and socioeconomic disparities in teen and unplanned pregnancy rates by 50 percent. We address the complex factors that lead to unplanned pregnancy through policy, research, capacity-building, convening, and strategic communications. We approach our work in an evidence-based, bipartisan, non-ideological way. We focus on five strategies critical to reducing teen and unplanned pregnancy: 1) Make it the norm among young people to act consistently with their decisions about if and when to get pregnant; 2) Ensure that all young people have a trusted adult or social network with which they can discuss sex, relationships, and their futures; 3) Ensure that everybody has reliable, resonant, and accurate information about sexual health, including all contraceptive methods; 4) Ensure that everybody has full access to the full range of contraceptive methods within 60 minutes of where they live; and 5) Make pregnancy planning standard practice in settings influential in the lives of young people, such as education.

Position

The National Campaign seeks a Director of Media Relations who will be responsible for generating positive coverage of the Campaign's work and the issues related to ensuring that young people have the power to decide if, when, and under what circumstances to get pregnant. S/he will lead the development and implementation of press strategy, media outreach, news releases, talking points, op-eds, letters to the editor, and blogs to be placed with a variety of media outlets, including traditional, ethnic, and popular media channels. The candidate will work with editors, reporters, producers, and bloggers across multiple platforms. In addition, s/he will develop and maintain media relationships in order to effectively generate consistent coverage.

We are looking for an individual who is energetic, outgoing, creative, and who has a strong ability to build productive relationships across constituencies. This is a new position within the organization and will report to the Vice President, Marketing and Communications.

Responsibilities

Responsibilities include but are not limited to:

- Leading the development and implementation of a comprehensive media plan to support issue coverage and reach diverse constituencies.
- Establishing and maintain effective working relationships with national, regional, local, student, and trade media across all platforms, and proactively place news as appropriate.
- Developing, writing, editing, and distributing information designed to reach audiences through news media and social/digital platforms in the context of the Campaign's priorities.
- Overseeing integrated communications strategies across the organization.
- Writing press and news releases, statements, and other media collateral such as talking points, fact sheets, Q&A documents, and media advisories.
- Identifying appropriate organizational sources for information and spokespersons on issues and prepares CEO for media interviews.
- Coordinating media interviews.
- Provide media training.
- Provide support and guidance to help execute media events using knowledge of print and electronic media outlets.
- Measuring and reporting media activities and results achieved for communication strategies and supporting programs on a regular basis.
- Serving as organizational spokesperson, when necessary.

Qualifications

We are looking for someone who will think big, embrace innovation, and seek new ways of addressing issues. S/he will be collaborative and proactive; value diversity of thought, backgrounds, and perspectives; be responsible, conscientious, adaptive, and resourceful. S/he will be able to comfortably embrace a non-ideological, "big tent" approach to unplanned pregnancy prevention and be passionate about creating a culture in which all children can thrive. Demonstrated experience in media relations, pitching, working with the press and the like particularly with a nonprofit or NGO organization required.

The ideal candidate will hold at least a Bachelor's degree with 8-to-10 years of relevant work experience. Excellent written and verbal skills and strong attention to detail are an absolute must. S/he will have a passion and skill for media relations and the news, and must be able to build relationships, follow through, meet multiple and sometimes conflicting deadlines, and be organized. Must be a self-starter who can solve problems creatively, multi-task productively, and pay meticulous attention to details.

In addition, the candidate will have the following attributes:

- High degree of creativity, initiative, and resourcefulness.
- A passion for the written word, but also audio and video content as well.
- Knowledge of the needs of diverse communities nationally and experience with using a health equity lens to develop solutions to address those needs.
- Impeccable professional judgment and editorial skills that are authoritative and accessible.

- Ability to effectively present ideas and solutions in public settings, including speeches and presentations.
- Ability to complete assignments independently in accordance with accepted practices with an eye for resolving any conflicts that may arise.
- Ability to work on numerous projects simultaneously. Ability to work independently on long-term projects. Ability to lead and to work as part of a team.
- Strong research and analytical skills in order to evaluate the performance of activities.
- A self-starter who can solve problems creatively, multi-task productively, follow through, and meet deadlines.
- Bilingual (English/Spanish) ability preferred.

Salary and benefits

This is exempt position. Salary is commensurate with experience and The National Campaign has an excellent benefits package including health, dental and vision insurance, 403b, flexible spending accounts, flexible work schedules, and generous leave.

The National Campaign is committed to maintaining a diverse staff and an inclusive, multicultural environment. We are proud to provide equal employment opportunities (EEO) to all employees and applicants without regard to actual or perceived race, color, religion, national origin, parenting status (including pregnancy, childbirth or related medical conditions), age, marital status, sexual orientation, gender identity or expression, veteran status, uniformed service member status, disability or any other characteristic protected by law.

Please send a cover letter, resume, a writing sample, and salary history to:
recruitment@thenc.org

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