



Job Title	Public Relations and Fundraising Managers		
Direct Reports	N/A		
Department	Development	Reports To	Director of Public Relations
Work Location	Pittsburgh	Hours	Monday-Friday 8:30am-4:30pm

Job Purpose	The Public Relations and Fundraising Managers works under the Director of Public Relations to create and implement key messages and consistent brand identity to uphold a positive public image for current and potential clients, key stakeholders, and the public. This work will focus on forming relationships with various members of the media, government, local sports teams, and the public.
--------------------	---

Principal Duties

Shadow the Director of Public Relations and complete the following duties, as assigned:

- Create PR strategies, social media campaigns, and other initiatives to generate awareness
- Recruit volunteers, partners, and encourage donations.
- Monitor, track and evaluate news concerning Veterans and Veteran Service Organizations (VSOs).
- Update VLP’s communication tools including the website, social media, and monthly e-newsletter
- Work with staff to identify clients, community partners, donors, and other agency supporters to coordinate interviews and write compelling stories for all communication outlets.
- Manage relationships with local, regional, and national media outlets and identify opportunities for coverage, partnerships, and advertisements, as assigned.
- Write and draft press releases, public service announcements, and event listings for print, broadcast, and online media.
- Participate in the development of outreach programs in for all service delivery area that are effective, measurable, and innovative, with special emphasis on reaching at risk Veterans.
- Research, arrange, and attend public speaking opportunities at events, trainings, health fairs, VSO’s (VFW’s and American Legions), and conferences.
- Tracks contacts in the appropriate computer systems for the purposes of data collection and record keeping.
- Assist with the coordination of all in-kind donations.

Secondary Duties

- Performs all other duties as assigned.
- Participate in all staff development, trainings and meetings as required.

Main Objectives

- Develop interpersonal relations with VLP supports and donors
- Create marketing plans and communications strategies
- Present information to the public in clear and concise manor
- Obtain outreach and public relations skills through first-hand experience
- Develop fundraising initiatives and strategy practices
- Learn best practices regarding brand awareness and marketing practices

Qualifications

- Demonstrated ability to treat people with respect under all circumstances and instill trust in other;
- Good computer skills including use of internet search tools, intranet and Microsoft Office Suite;
- Awareness and appreciation for military culture, military families and veteran issues.



Time Commitment

- Program Start Date: tbd
- Time Commitment of 30 hours per week; Monday- Friday during hours of 8:30am to 4:30pm;
- Program duration to equal 4 to 6 months of participation.
- Program Mid- Session Evaluation: tbd
- Program End Date: tbd

Training and Orientation Plan

1st Month

- Meet all VLP staff and complete VLP programs orientation
- Shadow direct supervisor to learn tasks and objectives of role
- Complete VLP training plan to learn best practices and safety policies

2nd Month

- Begin completing tasks, as assigned by supervisor, with oversight
- Create and implement ideas regarding position and growth of the organization

3rd – 6th Month

- Complete tasks as assigned by supervisor