

# **Jewish Renaissance Foundation**

## **Job Description**

<b><u>Title:</u></b>	Public Relations Coordinator
<b><u>Status:</u></b>	Regular, Part-time – maximum 25 hours per week
<b><u>Benefits:</u></b>	Ineligible
<b><u>Location:</u></b>	<b>Multi</b>
<b><u>Reports To:</u></b>	TBD
<b><u>Rate:</u></b>	\$16.50/Hourly

### **Job Summary:**

The Public Relations Coordinator (PRC) is a proactive and detail-oriented individual who coordinates the agency's public relations efforts, promotes programs and special events, plans and produces public relation events, and provides program support when needed. The PRC is responsible for creating and maintaining a positive public image for the agency and supports all public relation efforts across the agency's external communication outlets including media relations, agency newsletter, social media platforms and overseeing content on the agency website. This person is an excellent writer and speaker with strong interpersonal skills. The PRC should be a self-starter who can learn quickly, work independently and is always coming up with creative new ideas to tell our agency story.

### **Responsibilities:**

- Lead brainstorming sessions, suggesting creative innovative ideas to market programming and agency.
- Responsible for the execution of various media and public relation events.
- Responsible for the development and distribution of PR materials, including brochures, flyers pamphlets, newsletters, and videos.
- Edit and proofread all agency related social media content, videos, press releases, constant contact content, emails, and other communications.
- Maintain the PR database (constant contact), documents media coverage, and tracks PR metrics.
- Develop and maintain positive relationships with clients, stakeholders, media, and vendors.
- Support the marketing of agency wide fundraising initiatives.
- Vet incoming press opportunities, research topic areas, and compile media contacts for outreach.
- Maintain engagement with our followers by responding to inquiries via social media and make appropriate connections based on need.
- Work closely with program/event leads and Directors to ensure the best level of marketing is applied to events, activities, workshops and announcements.
- Support the efforts of management to promote internal communication, events, and milestones.
- Responsible for updating the JRF's website. This includes relevant press, announcements, and work-related content. Will also track site performance and help identify opportunities for improvement.
- Responsible for Agency monthly newsletter, which includes the gathering of all pertinent information from the programs, formatting, editing and distribution through all channels always being mindful of the best way to tell our story.
- Act as task supervisor for assigned interns and volunteers.
- Attend internal and external events to gather content for use in marketing and public relation initiatives.
- Attend staff meetings, retreats, committee meetings, and any other mandatory agency-wide meetings.
- Support administration in meeting all agency-wide, grantor, and departmental deadlines as it relates to public relations.
- Work on special projects as needed/assigned.

**Qualifications:**

- Associate's Degree in Public Relations, Communication, Design or related is an asset.
- Experience and interest in internal and external communications, public relations, partnership development, and fundraising.
- Bilingual in Spanish highly desired.
- Experience with web development and the administering of a company web site and multiple social media accounts, on a variety of platforms.
- Proficient knowledge in Microsoft Office (Outlook, Word, Excel, and Power Point), Adobe Acrobat, Photoshop, and multiple graphic design platforms.
- Demonstrate ability to achieve goals, multi-task and meet deadlines in a fast-paced environment.
- Strong time management and organizational skills that reflect ability to perform and prioritize multiple tasks seamlessly with excellent attention to detail.
- Very strong interpersonal skills with the ability to build and maintain relationships with stakeholders, including staff, board members, external partners and donors.
- Excellent speaker and writer with strong written communication and documenting skills.
- Demonstrate proactive approaches to problem solving with strong decision-making capability.
- Highly resourceful team player, with the ability to be extremely effective working independently as well.
- Must be able to work some evenings and occasional weekends, when necessary and be flexible with scheduled hours.

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**If you are interested in this position, please send your resume to: [jobs@jrfnj.org](mailto:jobs@jrfnj.org)  
Attention: Wilnelya Bosques, Director of Human Resources**



**Jewish  
Renaissance  
Foundation**

*"One People, One Heart"*

**To learn more about our who we are, visit <http://www.jrfnj.org>**

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