

Public Relations Team - Job Description

Position Title: *Public Relations Associate*

Department: *Outreach Committee, ResQ Global Foundation*

Reports To: *Outreach Committee Director(s) & Associate Director(s)*

Role Summary

The Public Relations (PR) Associate will be responsible for managing and enhancing the brand image of ResQ Global Foundation. This role includes overseeing social media accounts, managing digital advertising campaigns (e.g., Google Ads), and crafting communications strategies that promote the organization's mission and values. The PR Associate will work closely with the Content Creation and Events Management teams to ensure cohesive messaging across all platforms.

Key Responsibilities:

- **Brand Management:** Maintain a positive and consistent brand image across all communication channels.
- **Social Media Management:** Oversee social media accounts (e.g., Instagram, Twitter, Facebook), including posting content, engaging with followers, and monitoring analytics.
- **Google Ads Management:** Plan, implement, and monitor Google Ads campaigns to increase awareness and engagement.
- **Press Releases & Media Relations:** Draft press releases and cultivate relationships with media outlets for coverage opportunities.
- **Outreach Campaigns:** Develop and execute outreach strategies to promote upcoming events, volunteer opportunities, and new initiatives.
- **Performance Monitoring:** Track and report on the effectiveness of communication campaigns and adjust strategies accordingly.

Requirements:

- **Education:** Majors in Public Relations, Communications, Marketing, Journalism, or related fields.
- **Skills:** Strong written and verbal communication skills, familiarity with social media platforms, experience with Google Ads or similar digital marketing tools, and ability to work under deadlines.
- **Experience:** Prior experience with public relations or social media management is preferred but not required.