

Job Title: Media Relations Specialist

Classification: Exempt

Reports to: Director of Communications and Social Media

Date: January 8th, 2020

Summary/Objective:

The American Physiological Society (APS) is seeking a Media Relations Specialist to join the Communications and Social Media department. The Media Relations Specialist will serve as the media guru to maximize coverage of the APS, physiology and the APS members in the mainstream national and niche scientific media.

Media Relations:

- Write press materials and related content (releases, announcements, talking points, etc.) to highlight physiological research published in APS' 15 journals and presented at Society meetings.
- Post press releases to media distribution newswire.
- Develop innovative strategies to identify and engage key science and health reporters and social media influencers in the physiological research space and within the greater science community. Develop, implement and manage proactive public relations campaigns to support the Society's strategic communications objectives.
- Pitch campaigns to traditional and digital media organizations.
- Respond to media inquiries.
- Develop a media training program for and assist in media training of Society leadership, spokespeople and key staff.

Communications Department Activities:

- Assist with the build out of APS messaging strategy and ensure message delivery in media and other communications outreach.
- Collaborate and coordinate with Communications department colleagues to develop and share content across campaigns and platforms.
- Serve as an additional staff copyeditor for print and digital content including emails, ads, longform articles, etc.
- Support ongoing department projects including work on *The Physiologist Magazine*, the APS website, the bi-weekly APS News Update, etc.
- Assist with other departmental/administrative functions as needed.
- Serve as a backup for video production and editing.

List Development:

- Develop and maintain speaker database and experts list of APS members.
- Grow and maintain the Society's media list. Develop targeted media lists for regional and specialty conferences.



Monitoring, Measurement and Reporting:

- Monitor and track media coverage and develop interesting and meaningful ways to share high-profile coverage with APS members.
- Produce both in-depth and high-level/executive reporting on media relations efforts.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Required Education and Experience

- Bachelor's Degree (Communications, Public relations, Journalism, Social Media or related fields)
- 5-7 years related experience
- Non-profit association knowledge, a plus
- Ability to read, understand and discuss scientific research including scientific manuscripts and research articles.

Required Competencies:

- Excellent written, verbal and interpersonal communication skills
- Strong history of building fruitful relationships with media and pitching
- Demonstrated experience developing and managing public relations and strategic communications campaigns (crisis communications experience a plus)
- Detail-oriented and able to work independently and collaboratively
- Professional experience using major social media platforms
- Leadership
- Familiarity with the life sciences and biomedical research

Supervisory Responsibility (if applicable)

This position has no direct supervisory responsibilities but is expected to be the primary Specialist for certain projects.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to finger, handle or feel; and reach with hands and arms. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus. This position requires the ability to occasionally lift office products and supplies, up to 20 pounds.