

American Radio Relay League Inc.
Job Description
Public Relations & Outreach Manager

Position: Public Relations & Outreach Manager

Classification: Exempt Salary, Full Time

Reports To: Senior Director of Marketing & Innovation

Salary Range Based on Experience: \$78,000.00 to \$88,000.00

Summary:

The Public Relations & Outreach Manager is responsible for increasing the awareness and value of the Amateur Radio Service to the public at large, for promoting the value of ARRL and the contributions of its member volunteers, and for developing outreach opportunities that support awareness and growth of amateur radio. The ideal candidate will be a storyteller who is adept at writing content and developing campaigns, who can work with outside contributors and internal colleagues to curate interesting stories and messages, and who has the attention to detail and deliverables to ensure nothing is missed and deadlines are met. The ability to interpret technical concepts into plain language is essential. A thorough knowledge of communication strategies in a non-profit environment, the know-how to train and motivate grassroots volunteers, and ability to develop and sustain long-term relationships with external media is required.

Essential Functions & Responsibilities:

- Implement a public relations strategy that builds a positive public image for amateur radio and ARRL. Create and schedule effective PR and media campaigns for traditional media (print, broadcast, online) and social media. Devise several ways to measure impact and effectiveness.
- Implement an outreach strategy that meets the needs of both ARRL and its member volunteers to attract new entrants to amateur radio. Produce messaging and materials for general recruitment, and for engaging like-minded communities and groups with overlapping interests.
- Develop, plan, and execute at least one comprehensive annual outreach campaign that promotes amateur radio to the public and key stakeholder audiences. Define objectives, coordinate messaging across departments, and measure outcomes to demonstrate impact and growth. Serve as the primary staff liaison for volunteers conducting outreach and recruitment for amateur radio.
- Produce the weekly ARRL Letter and regular website news posts (ARRL News). Oversee the efforts of the ARRL News Editor. Monitor national and international media to collect stories and to maximize exposure for positive messaging that raises the awareness and visibility of ARRL and amateur radio, both internally and externally. Curate media hits and media mentions to assess positioning, to evaluate the success of campaigns, and to further ARRL's legislative and advocacy goals.
- Develop and empower member-volunteers to extend the effectiveness and reach of ARRL's PR and outreach messaging and materials in the field. Create tools and training to support and develop ARRL Public Information volunteers including a monthly newsletter, annual calendar, online resources and course, and webinars. Serve as the primary, visible staff liaison for PR volunteers.
- Conduct media outreach promoting key ARRL messaging and promoting its programs and services. Follow up on press inquiries. Develop and maintain strong relationships

with key news media outlets and reporters, relevant agencies and non-government organizations (Federal, state, and local), editorial writers and columnists, social media influencers, and broadcast producers. Position ARRL to react in breaking news stories, rapid response moments, and crisis management. Write statements on behalf of senior leaders.

- Support ARRL’s advocacy and legislative initiatives by coordinating public relations and communications strategies that reinforce ARRL’s positions in Washington and with legislators. Collaborate with ARRL’s advocacy leads to amplify messaging around key policy issues affecting amateur radio.
- Develop and administer social media content that is aimed at engaging users and creating an interactive relationship between our audience and ARRL. Ensure content produced for social media sharing and engagement is collaborative across all ARRL business units and program areas, and measure effectiveness using social data analytics and trends.
- Collaborate and participate in video projects.
- Coordinate planning for and participate in trade shows, exhibits, and other events when national-level support or sponsorship is committed.
- Establish, in conjunction with the department manager and executive officers, an annual plan and expense forecast along with managing these goals.

Performance Measurements:

- Contribute to creating positive energy in a collaborative team atmosphere, showing excitement and pride in the team’s work, and being accountable for results.
- Understands public relations and is adept at developing and completing related work that advances the organization's goals.
- Creates, edits, and produces content including written, audio, video, and social media: press releases, backgrounders, fact sheets, announcements, posts, interviews, PSAs, videos, and other PR and outreach materials to attract interest from the media and public. Creates quality content that is formatted to ARRL's style and branding guides, and free from grammar and factual errors. Exhibits the ability to interpret technical concepts into plain language.
- Demonstrates clear, concise, and thoughtful verbal communication skills. Effective in public speaking and as an ARRL spokesperson.
- Ability to build and maintain effective relationships with member-volunteers, the media community and other stakeholders.
- Ability to train and motivate grassroots volunteers.
- Demonstrates the attributes of a self-starter and exercises good judgement.
- Meet deadlines with efficiency and flexibility.

Knowledge and Skills:

Experience Four to five years’ experience in public relations, preferably in a non-profit setting; traditional and new media (online, digital, social).

Experience with engaging volunteers.

Education Bachelor's degree in Public Relations, Communications, or Journalism.

Interpersonal Skills	A significant level of trust and diplomacy is required. Work involves extensive personal contact with others and involves motivating or influencing others. Outside contacts are important and fostering sound relationships with other entities is required.
Other Skills	Amateur Radio license is preferred. Knowledge and understanding of the Amateur Radio Service, wireless communications, and related technology. Knowledge of the news media and media operations. Able to multitask and work independently. Interviewing skills and experience ' video/audio. Proficiency with word processing and spreadsheets, website CMS systems, virtual meetings, and collaboration applications (ex: Word, Excel, Adobe Acrobat, Microsoft Teams, WordPress).
Physical Requirements	Must have the ability to lift up to 20 pounds and travel independently.
Work Environment	Fast-paced office environment with occasional weekend and evening work. May include occasional outdoor work and travel as required.