



Media Relations Specialist

(Telecommute Position)

Springtide Research Institute is seeking an experienced Media Relations Specialist who is passionate about the mission and social impact of the institute and driven to establish Springtide's reputation and trustworthiness as a reliable and desired source of expertise for journalists and media outlets, print and online. The Media Relations Specialist will work closely and in collaboration with Springtide's Community Engagement Director as well as the Director of Foundation and Donor Relations to ensure an integrated, comprehensive public communications impact.

Organization

Springtide Research Institute (Springtide) is a research institute dedicated to the religious and spiritual lives of young people (ages 13-25) both in and outside of religious institutions. Springtide is committed to diversity of thought and expression, and traverses particular religious expressions and confessional institutions. The successful candidate will be comfortable operating and communicating in ecumenical, interfaith and religiously neutral environments and see her/himself as supporting the organizational mission, as well as have a passion for sharing our ground-breaking research with the media.

Position Overview

Responsible for overseeing communications to the media, including preparing articles, press kits, press releases, and other content initiatives. Cultivates and manages relationships with media representatives and journalists in critical media outlets that can best advance Springtide's public impact.

Responsibilities

- Prepare articles and press releases for the media (digital and physical) and distribute through Cision PR platform or by hard copy, as necessary.
- Ensure Springtide protects and promotes its reputation as a trusted source of significant information and insights in a proper, coordinated, and consistent manner.
- Cultivate and enhance collaborative working relationships within the press and publicity community that result in Springtide's data and insights being sought and cited extensively.
- Manage the flow of news about the organization to the media and monitor impact, mentions and reach through Cision PR platform, as well as monitor "competitions" media mentions, reach and impact in order to advise team on communication strategy adjustments.
- Coordinate with the researchers to understand, articulate and disseminate timely information to press and staff.
- Optimize communication system to enhance accuracy of communication.
- Act as a liaison to media, coordinate and schedule interviews with Springtide spokespersons, and on behalf of Springtide address questions and complaints.

- Develop relationships with national and regional press contacts to ensure Springtide's reputation is promoted.
- Plan and oversee press events in coordination with research team and community engagement team.
- Monitor and detect public relations opportunities or issues as they emerge and coordinate immediate public response to address them directly leveraging Springtide current and relevant data and insights.
- Research and write briefing materials.

Knowledge and Experience

- A bachelor's degree in marketing, communications, public relations, journalism, or related field.
- Minimum 5-7 years in media relations management.
- Excellent interpersonal and communication skills with ability to get message across by adopting a range of styles, tools and techniques appropriate to the audience and nature of information.
- Work experience must include examples of successfully pitching Print/TV/Radio outlets and securing interviews.
- Demonstrated success utilizing digital and social media platforms for media relations.

Springtide's success depends on being able to understand the tremendous diversity represented among young people. Our aim is to recruit, develop and retain talented people from a diverse applicant pool and to support and foster a culture of inclusion. We welcome and encourage applicants of all backgrounds and identities to apply. As an equal opportunity employer, Springtide Research recognizes that our strength lies in our people. We are committed to diversity.

Please submit resume and cover letter to HR@Springtideresearch.org