Media Relations Coordinator/Writer (Part-Time)
College of Saint Mary

College of Saint Mary is seeking an enthusiastic professional to join the Strategic Marketing & Communications Department as a Media Relations Coordinator/Writer (Part-Time). This professional will be responsible for working with the Director of Public Relations & Communications to maximize the positive visibility of the University by pitching stories of interest to (and building strong relationships with) area news outlets. The Media Relations Coordinator/Writer writes press releases, website posts, publication copy, and magazine and newsletter articles. The position interviews college personnel and students, and conducts research for academic program brochures and other publications coordinated by the CSM Strategic Marketing & Communications department.

Primary Job Responsibilities:

- Develop, write, and pitch stories of interest to area news outlets in order to build the University’s brand and position, and increase understanding and trust with stakeholders.
- Write press releases, website copy, newsletter and magazine articles, and other publication copy as assigned.
- Interview faculty, staff, students and alumnae for feature articles and website copy.
- Manage and protect the integrity of the University’s branding program—ensuring CSM’s image is professionally represented in all public formats.
- Assist the Strategic Marketing & Communications Team with proofreading and fact checking publication and website copy.
- Serve as a member of the Marketing & Communications Committee.
- Oversee and execute the student hometown news program.
- Develop copy for social media outlets.
- Participate in the management of external and internal crisis communication as necessary.
- Track trends in higher education news.

Qualifications:

- Bachelor’s degree (masters preferred) in journalism, public relations, English, marketing, advertising, communication, or a related field.
- Three+ years related professional experience in journalism or public relations.
- Exceptional writing, editing, and speaking skills; excellent interpersonal and team-building skills and the willingness to initiate communication with internal and external constituencies.
- Organizational skills, along with flexibility, are essential to the applicant’s success.
- Proven ability to write effectively under deadline for a variety of purposes, audiences and media.
- Writing samples that demonstrate news and storytelling skills, and writing competency on a variety of topics.
• Intellectual curiosity and sound judgment about a wide range of topics that can be found on a college campus.

Salary and Benefits:
The salary range for this position is $16.25 - $18.00 based on qualifications and experience of the candidate.

Application:
Please apply using the following link. Please include link to online writing portfolio within resume. Please put your resume, cover letter, names and contact information for three professional references, including a minimum of one supervisor, in one document before you apply. When the system asks you to attach a resume please attach the document that contains all of the above information. The system allows only one attachment. Applications accepted until position is filled.

https://home.eease.adp.com/recruit/?id=13899151

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