MEDIA RELATIONS MANAGER (FULL-TIME)
UNIVERSITY COMMUNICATIONS OFFICE
HIRING RANGE: $16.77 TO $17.76 PER HOUR

FUNCTION:
Reporting to the Director of Communications, the Media Relations Manager works with campus constituents to publicize all aspects of the university through media outlets, the Whitworth website and social media sources. As the primary university liaison to print, broadcast and on-line media, the manager advises campus offices, departments and programs on media relations, and strategic communication strategies to promote university priorities to external audiences and the news media. The position also manages all photography services and supervises student writers as well as student/freelance photographers.

RESPONSIBILITIES AND RELATED DUTIES:
Media Relations
1. Strong ability to identify and tell compelling stories that resonate with intended audiences and reflect the university’s marketing goals and strategic priorities in timely and relevant ways. This includes identifying and understanding elements that connect the story to the reader and requires an ability to identify the best mediums that help convey the story. Ability to research details, and pitch stories to local, regional and national media that garner placement is critical.
2. Serve as Whitworth’s primary media liaison, and work to foster connections with print, broadcast and online news reporters.
3. Maintain an events calendar and regularly distribute related information to the media.
4. Arrange media interviews, plan and manage news conferences, and monitor Whitworth University's print and electronic media coverage.
5. Oversee the posting of news releases, profiles and spotlight items to Whitworth's news blog and the university website.
6. Maintain an expertise directory for use in promoting faculty as expert sources to media.
7. Work with faculty on writing and placing opinion-editorials.
8. Provide support and backup to the Director of Communications in crisis and issue management situations.
9. Research and develop targeted narratives that can be pitched to media outlets.
10. Utilize social media channels to promote university content, including the use of Facebook, Twitter, Google+ and Flickr.
11. Develop and distribute video news releases.

Writing/Editing
1. Serve as a secondary editor for university publications and digital media content.
2. Write articles for the university’s alumni magazine (Whitworth Today), president’s report and other Whitworth publications.
3. Post the president’s newsletter (Mind & Heart) to the university website, setting up links to relevant press releases and other online resources.
4. Hire, train, and manage student writers.
5. Set up and maintain faculty members' web pages.
6. Develop and manage messaging for the university’s digital reader board.
Photography Management
1. Manage all campus photography services, including support for department requests, taking photos to use in various communications, and coordinating shoots with freelance photographers.
2. Hire and supervise freelance and student photographers, select and archive new photos.
4. Manage the digital photo archive and train clients in its use.
5. Coordinate photography for Whitworth Today alumni magazine.

QUALIFICATIONS, SKILLS AND ABILITIES:
- Bachelor's degree in journalism, public relations, English or related field required and minimum of 3 years related professional experience.
- Thorough understanding/knowledge of news-media processes.
- Excellent writing and editing skills.
- Ability to develop narratives that tell a complete story, capturing the attention of the intended audience.
- Understanding of the role of photography and graphics in print and digital communications.
- Strong interpersonal, collaborative and communication skills; problem-solving and creative abilities.
- Ability to manage multiple projects and be organized, flexible and productive in a fast-paced environment with minimal supervision.
- The ability to develop strategies to garner greater market recognition for the university.
- A personal commitment to the Christian faith.
- Demonstrated awareness and commitment to effectively establishing relationships and positive communications across multiple dimensions of diversity including, but not limited to race, gender, physical limitations, class or religious perspectives.
- An active commitment to equal opportunity for all persons.
- A commitment to the educational mission of Whitworth University as a private, liberal arts university affiliated with the Presbyterian church.
- Background check required.

PREFERRED QUALIFICATIONS:
- Familiarity with AP style.
- An understanding of effective photo composition and applied experience using a DSLR camera.
- Demonstrated experience using social media platforms (Facebook, Twitter) and Adobe Creative Suite (Photoshop and Dreamweaver).

APPLICATION PROCESS:
The following documents are required to complete the online application form.
1. A letter that relates your education and experience to the qualifications of the position and includes a note confirming your interest in this position at our posted hiring range.
2. Résumé.
3. The names, addresses, telephone numbers and email addresses of three academic/professional references.
4. A one-page document describing your personal commitment to the Christian faith.

Whitworth complies with all federal, state, and local nondiscrimination laws that are applicable to religious nonprofit institutions and does not engage in unlawful discrimination on the basis of race, color, national origin, age, sex, or disability. With our commitment to building a diverse community, the university encourages applications from populations underrepresented at Whitworth including members of racial/ethnic communities, women, and persons with disabilities.