MEDIA RELATIONS MANAGER  (FULL-TIME)
UNIVERSITY COMMUNICATIONS OFFICE
HIRING RANGE: $32,867 TO $34,800

FUNCTION:
Reporting to the Director of Communications, the Media Relations Manager works daily with campus constituents to publicize all aspects of the university through media outlets, the university’s Web site and social media sources. As the primary university liaison to print, broadcast and on-line media, the manager consults 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. Identify, write and pitch news stories and advisories to media that advance the university’s marketing goals and strategic priorities.
2. Serve as a primary liaison with print, broadcast and on-line news reporters while maintaining a database of reporters’ contact information for news media distribution lists.
3. Maintain events calendar (photo selection, event summaries and links to related press releases) and send to media weekly and monthly.
4. Arrange media interviews, plan and manage news conferences and monitor Whitworth University’s print and electronic media coverage.
5. Oversee schedule of posting news releases and spotlight items to Whitworth’s home page and to other pages on the university website.
6. Maintain the university expertise directory for use in promoting faculty as expert sources to media.
7. Work with faculty on writing and placing opinion-editorial articles.
8. Assign and edit news stories for student writers.
9. Provide support and backup to the Director of Communications in crisis and issues management situations.
10. Develop narratives that can be targeted and pitched to vertical media outlets.
11. Utilize appropriate social media sources to promote university content including use of Facebook, Twitter, Google+ and Flickr.
12. Develop and distribute video news releases.

Writing/Editing
13. Serve as the second editor on all university publications and electronic media content.
14. Write articles and assist in the final proofing for Whitworth Today, Mind & Heart, the annual report and other major university publications.
15. Format and post Mind & Heart to the Whitworth website, setting up links to relevant press releases and other online resources.
16. Hire, train, supervise and schedule student writers.
17. Select/format vita e text for new faculty members’ web pages.
18. Edit, format and post annual listing of faculty scholarship for the web.
19. Develop messages for the reader board related to university priorities and events.

**Photography Management**
20. Manage all campus photography services, including responding to departmental requests, providing photographs for university publications and organizing photo shoots to address missing or dated shots in the university photo archive.
21. Hire and supervise freelance and student photographers, select and archive photos.
23. Manage the digital photo archive, train clients in its use.

**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 abilities.
- Ability to develop narrative that tells a complete story, capturing the attention of the intended audience.
- Understanding of the role of photography and graphics in print and electronic 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.
- The ability and desire to establish positive relationships with persons regardless of race, gender, physical limitation or religious belief.
- An active commitment to equal opportunity for all persons.
- A commitment to the educational mission of Whitworth University as a Christian liberal-arts institution affiliated with the Presbyterian Church (USA).
- Background check required.

**APPLICATION PROCESS:**
The following documents are required to complete the online application form.
1) A letter of interest 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.