***Public Relations Specialist (Press Release Writer)***

We are looking for a public relations specialist who will be responsible for writing press releases and maintaining a positive image for our organization. You will be in charge of establishing and maintaining relationships with consumer, community, employee, and public interest groups by writing press releases and other media communications, responding to requests for information and press conferences.

The ideal candidate will have excellent written and verbal communication skills. Previous experience in handling a press conference is also an advantage.

The North Alabama Zoological Society is volunteer-run and this is a volunteer position. There is an understanding from the organization that the selected volunteer will be using their own free time to accomplish the tasks of this position and their ability to commit time will vary. The organization only expects follow-through on the tasks the volunteer has agreed to perform in the time agreed upon.

***Job Function (duties and responsibilities)*:**

* Responding to requests for information release or press conference from the media or designating a spokesperson or source of information.
* Establishing and maintaining relationships with consumer, community, employee, and public interest groups.
* Writing press releases and other media communications.
* Studying the organization's objectives, promotional policies, and needs to build public relations strategies that influence public opinion and promote products, ideas, and services.
* Conferring with managers to identify trends and group interests

***Education/Experience:***

* Degree or equivalent experience desired

**Skills Seeking:**

* Must embrace the mission of the North Alabama Zoological Society
* Ability to run PR campaigns that deliver measurable results and meet objectives.
* Exceptional writing, research, and communication skills.
* Strong understanding of the target audience and industry trends.
* Proficiency with computers, social media platforms, and MS Office
* Ability to maintain a high level of confidentiality.
* Be organized and exhibit "follow through" on tasks and goals.
* Display a positive attitude, show concern for people and community, demonstrate
* presence, self-confidence, common sense, and good listening ability.
* Good time-management skills.
* Creativity and adaptability.