



**JOB DESCRIPTION  
PUBLIC RELATIONS MANAGER  
OFFICE OF COMMUNICATIONS**

**SUMMARY**

The Public Relations Manager proactively implements internal and external communications activities such as interacting with the news media, creating news releases and other writing projects, media coverage tracking and reporting, communicating with association leaders, and advancing branding and social media strategies.

**MINIMUM EDUCATION, LICENSE AND EXPERIENCE REQUIREMENTS:**

Bachelor's degree in public relations, communications or related discipline, and at least four years' experience in public relations or related field. This individual should be an energetic, organized and informed self-starter who is a strong writer. Position requires creativity, initiative, the ability to operate independently, and a solid understanding of traditional communications techniques and new media/social technologies. Proficiency with Microsoft Office required; familiarity with Adobe Creative Suite preferred. Experience at a nonprofit or association is a plus.

**ESSENTIAL FUNCTIONS OF THE JOB:**

- Responsible for the national association's public relations/image initiatives, and acts as the media spokesperson and crisis spokesperson for the organization.
- Responsible for outgoing email newsletter communication with the Board of Directors and the SkillsUSA Foundation.
- Co-manages content for SkillsUSA's online newsroom.
- Writes edits and disseminates a variety of communications including press releases, articles and website content.
- Works in coordination with business partnerships and development office to oversee media coverage for sponsor events and donations to the organization.
- Creates or assists with presentations specific to SkillsUSA's mission, for use by all staff, in speaking to internal and external audiences including creation of the "Report to Teachers" condensed strategic plan.
- Researches and promotes SkillsUSA to national news media outlets as a thought leader in skilled workforce issues.
- Monitors news and trends related to workforce development and career/technical education, providing frequent updates of noteworthy items and opportunities.
- Co-manages and assists with all aspects of communications activities for SkillsUSA's national conference, including advance materials, on-site media relations and VIP handling. Co-manages the coordination of assignments and schedules for photographers at national conference.
- Co-manages and assists with organizing speakers and preparation of communications-related materials for the Washington Leadership Training Institute.



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- Co-manages a national media promotion campaign for the SkillsUSA WorldTeam, including coverage of WorldSkills Americas, news releases and creation of promotional materials.
- Produces and recommends content for SkillsUSA social media platforms (Facebook, LinkedIn, Twitter, Google+ and YouTube) and monitors all platforms for trends and opportunities.
- Monitors SkillsUSA's social media platforms and assists with responses to SkillsUSA-related conversations online. Collaborates internally across departments to ensure that critical issues are handled in a timely and professional manner.
- Supports brand advocacy within national headquarters and state associations.

**NONESSENTIAL FUNCTIONS OF THE JOB:** Moderate travel expected to carry out the responsibilities of this position.

**OTHER JOB DUTIES:** Required to attend annual SkillsUSA National Leadership and Skills Conference as well as periodic travel assignments. Must be able to work under pressure in crisis situations and handle media inquiries outside regular working hours when required. Other duties as assigned.

**SUPERVISES/AUTHORITY:** This position may supervise volunteers, student and alumni members, and support-level employees as directed by the Executive Director and/or Director of Communications

**SUPERVISED BY:** Director of Communications