



**BRA/EDIC EMPLOYMENT OPPORTUNITY**

**TITLE ASSISTANT DIRECTOR OF MEDIA & PUBLIC RELATIONS**

**JOB POSTING: # 13-14**

**EMPLOYMENT STATUS: EDIC EXEMPT Employee**

**DIVISION/DEPT: COMMUNICATIONS**

**POSTINGDATE: 4/3/14**

*\*This job posting will remain posted for 10 working days until (4/16/14) before making hiring recommendation.*

**SUMMARY:** Under direction of the Director of Communications, implement and coordinate all communications functions for all major planning initiatives; direct all media related activities. Manage all press inquiries and issue responses as spokesperson

Design effective public and media relations programs. Effectively and proactively drive and elevate policy initiatives.

Secure features and other stories in national, regional and local media outlets – print, web and broadcast.

Track new development project filings; create fact sheets and distribute to appropriate media outlets as necessary.

Build new and existing strategic media and social media relationships in order to increase positive media coverage.

Utilize social media platforms, including Facebook, Twitter and YouTube, to publicize the BRA message on a day to day basis.

Manage the production of public events, including development of all written materials; assist with all event logistics such as invitations, vendors, staff assignments, talking points and briefing materials

Participate in the organization of media events and the preparation of talking points, with timely follow-up to the media contact database and ongoing management of the database.

Assist in the development and creation of writing projects, including press releases, local media alerts, editorial placements, web updates and print collateral.

Perform other related duties as assigned.

**QUALIFICATIONS:** Work requires a Bachelors Degree in Public Relations, Marketing, Communications or related field plus 5 to 7 years’ experience in public relations creating and executing strategic PR initiatives. Must have proven experience in both media and public relations and demonstrated ability to contribute at both strategic and operational levels. Must have excellent oral, written, and interpersonal communication skills. Must have strong organizational skills and be extremely detail oriented. The ability to work independently and as a member of a team is important. Must have the ability to work with Boston media outlets while multi-tasking in a fast-paced environment. Must be capable of managing multiple high-priority assignments; meet urgent deadlines. Proficiency with Outlook, MS Word, Excel and Powerpoint is required. Must have a working knowledge of social media platforms, including Facebook, Twitter and YouTube. Working knowledge of Adobe Photoshop or other graphic design programs would be a plus. May require occasional evening and weekend hours.

**GRADE: 22**

**HIRING RANGE: \$65, 124.52 – \$81, 416.83**

Submit resume to:

**BOSTON REDEVELOPMENT AUTHORITY, HR**

43 Hawkins Street, Boston, MA 02114

E- Mail: [Hr.bra@boston.gov](mailto:Hr.bra@boston.gov)

**BOSTON RESIDENCY IS REQUIRED ON THE DATE OF HIRE  
EQUAL OPPORTUNITY EMPLOYER**