

PHEASANTS FOREVER and QUAIL FOREVER

The Habitat Organization

JOB VACANCY ANNOUNCEMENT



Public Relations Specialist



Position Summary: The purpose of the public relations specialist is to assist the public relations manager in growing awareness of the organization's brand and fostering broader knowledge of the organization's mission and habitat successes. This position works closely with the Pheasants Forever and Quail Forever employee team across the country to develop news stories and generate news coverage for the organization's regional and local efforts. Of particular focus, this position will work closely with our conservation operations team to generate content (news stories, press releases, social posts, and/or blog stories) about new habitat projects, chapter starts, new hunter events, conservation partnerships, and new employees. This position will also work closely with the corporate partnerships and development teams to announce new corporate collaborations.

Primary Responsibilities:

- Creates news releases, social media posts, website content, and publication articles.
- Works with the organization's regional leadership to source habitat successes, unique projects, special event info, human interest angles, and other newsworthy content.
- Collaborates with the corporate partnerships and development teams to announce new corporate collaborations.
- Builds and manages relationships with journalists across the country to generate earned media coverage.
- Assesses newsworthy stories for value as internal content (Journals, website, social media, etc) and viability as a media pitch to garner external coverage for the organization's brand, mission, and successes.
- Assists in the development of the organization's messaging and position statements.
- Serves as an organizational spokesperson with the media, while coordinating interview opportunities for organization's leaders and regional experts.
- Assists with social media platforms for Pheasants Forever and Quail Forever.
- Assists in the organization of special media events, farm tours, hunts, press conferences, and press interviews.
- Delivers exemplary customer service to members, prospective members, volunteers, partners, and social media followers as the key point of contact for email "Contact Us" inquiries delivered daily through the website and social media questions.
- Maintain/build relationships with local/regional media, in addition to various outdoor writer associations.
- Coordinates the internal TEAM employee newsletter each quarter in collaboration with our graphic design, human resources, and development teams.
- Maintains the highest code of hunting and conservation ethics.
- Represents Pheasants Forever and Quail Forever at a wide array of public-facing events to recruit members and interact with the public, including, Game Fair, Minnesota State Fair, and National Pheasant Fest & Quail Classic.
- Other duties as assigned.

Required Knowledge, Skills, and Abilities:

- Associate or Bachelor degree in public relations, communications, marketing, or a related field preferred
- Excellent oral, public speaking, and written communication skills.
- Ability to work independently as well as in a dynamic team environment.
- Strong organizational skills and attention to detail
- Ability to multi-task and hit deadlines.
- Creative vision and strategic thinking skills.
- Industry knowledge and experience in hunting and habitat is preferred.

Compensation: Starting salary and benefits commensurate with experience. Range: \$42-\$48K

Reports To: Public Relations Manager

Location: Preference is for this position to be based in the Twin Cities region of Minnesota

Application Closing Date: August 2, 2021

Application Requirements: Please combine your cover letter, resume and three references into one *Microsoft* Word document or *Adobe Acrobat* PDF file before uploading to the “Resume” section of your application on our Recruitment website: www.pheasantsforever.org/jobs . *The cover letter should share why you are interested in the position and should not exceed one page.*

For more information: Contact Jared Wiklund, Pheasants Forever and Quail Forever’s Public Relations Manager at jwiklund@pheasantsforever.org.

Pheasants Forever and Quail Forever are an EEO Employer/Vet/Disabled.