



SOUTHWESTERN ILLINOIS RC&D, INC.

Title: **Public Relations Specialist**

Position Description Number: **05**

Classification: **Administration**

Position Summary:

The Public Relations Specialist will assist RC&D staff and Council in developing and implementing a coordinated media program that promotes the RC&D, the Southwestern Illinois GIS Resource Center, The Land Conservancy and SERVE.

Key Responsibilities:

Specific duties include, but are not limited to, the following:

1. Work with RC&D and NRCS staff as well as other volunteers to develop baseline information related to the four operating divisions of the RC&D.
2. Develop timely public service advertisements that will educate the public on our activities.
3. Develop a comprehensive, electronic file of media outlets, as well as personal contacts for each, within the region.
4. Distribute public service advertisements electronically to appropriate media outlets.
5. Maintain a tracking system of advertisements distributed.

Qualifications:

The Public Relations Specialist will possess:

1. A minimum of three years of direct experience in developing public service advertisements.
2. Knowledge of the local media industry.
3. Experience with and access to Microsoft Office Products, including Word and Outlook.
4. Excellent communications skills, including writing, listening and presentation.

Supervision:

This position will report directly to the Operations Manager. The position will also have contact with RC&D and NRCS staff.

Longevity:

The individual selected for this position is expected to serve for a minimum period of one year.

Level of Commitment:

It is expected that an individual will commit a minimum of 16 hours per month towards activities associated with this position. This is an averaged estimate, which may fluctuate periodically, based on upcoming grant opportunities.

Workplace Location:

Portions of this work can be completed at the selected volunteer's home work station. It would however be necessary to spend a portion of the time at the RC&D office to communicate with the Operations Manager and staff.

Benefits:

The Public Relations Specialist is subject to the following benefits associated with this position:

- √ Reimbursement of approved expenses
- √ Ability to gain practical work experience; recognition for work products produced
- √ Ability to share in the rewards of assisting in the protection of the natural resources within the region
- √ Ability to meet new people
- √ Ability to share skills, and/or learn new skills