

## **Public Relations Specialist 2 (Crisis and Issues Specialist)**

The Office of Strategic Communications, Penn State's central news, public relations, and marketing division is looking for a Public Relations Specialist to join its issues and crisis communications team. This position will report to the senior director for News and Media Relations (NMR) and work closely with the associate vice president for NMR and the assistant director for NMR.

A primary responsibility will be to research potential issues and crises that the University could encounter for the purpose of determining immediate or future communications needs. The person in this position will be asked to help assess how issues facing the nation, Commonwealth, and higher education may impact students, faculty, administrators, and other key stakeholders. This individual will be part of a talented team that provides counsel and updates to University leadership, as well as post-event analysis and recommendations.

Typically requires a Bachelor's degree or higher plus two years of related experience, or an equivalent combination of education and experience. Preferred bachelor's degree or higher in communications, public relations, journalism, English, or similar discipline. Experience with Excel is desired.

The successful candidate must have sound writing skills and be able to quickly create relevant and clear basic messaging for internal and external audiences. Anticipating questions and seeking information and responses that accurately reflect the University's values, actions, and position is a key expectation. Must be familiar with protocols for tracking daily, emerging, and ongoing developments online, as well as monitoring social media channels for content that might impact the University. Being adept at using social media platforms such as Twitter, Instagram, Facebook, and Snapchat is required. This position will also offer support to Penn State's various campus locations as issues emerge.

In addition to working effectively with diverse stakeholders, the ideal candidate must be highly organized, pay attention to detail, manage multiple priorities, and possess a solid work ethic, sound judgment, and strong problem-solving skills. We are seeking an individual who thrives in a fast-paced, high-stakes, dynamic, and rapidly changing news and information environment. This position is an excellent opportunity for a junior-level public relations professional who wants to gain significant experience in issues and crisis communications.

At this time, work for this position has the potential to be performed remotely. However, when Penn State has a complete return-to-campus for staff, any remote working arrangements will be re-evaluated and could switch to on-campus only.

**Apply online at <https://apptrkr.com/1986908>**

**CAMPUS SECURITY CRIME STATISTICS:** For more about safety at Penn State, and to review the Annual Security Report which contains information about crime statistics and other safety and security matters, please go to <http://www.police.psu.edu/clery/>, which will also provide you with detail on how to request a hard copy of the Annual Security Report.

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