

Job Profile:	03C MEDIA REPRESENTATIVE 165182	Grade: 03C 013 Annual
Job Summary:	<p>Under the supervision of Senior Manager, Media Relations, the Media Relations Representative conducts global media outreach that drives awareness of the Reserve Bank’s mission and expertise. Serving as a strong communicator and relationship builder, the Media Relations Representative cultivates and advances collaborative working relationships with journalists at newspapers, wire services, television, radio, business and economic journals, and trade publications. Develops strong relationships with the Bank’s senior leadership and colleagues across the institution and provide them with media training for print, online, and broadcast interviews.</p> <p>Assists and may assume a lead role in developing and executing strategic communications plans and makes sound media relations judgments regarding sensitive and complex issues.</p>	
Job Description:	<p>Principal Duties and Responsibilities:</p> <ul style="list-style-type: none"> • Develops a deep understanding of the mission of the Federal Reserve Bank of Philadelphia and the Federal Reserve System to plan and execute media relations strategies that position the Bank’s subject matter experts as thought leaders and promote its research to target audiences. • Manages and builds the Bank’s sterling reputation of public service to the Third District and beyond. • Conducts press outreach to regional, national and international media outlets including print, broadcast and online. May assume lead responsibility on media team for outreach in identified regions or topics. • Builds and maintains relationships with all Bank departments and internal stakeholders. • Keeps abreast of media stories and emerging issues impacting the Bank. Oversees the production of a daily news e-mail of relevant media placements and articles relating to the Bank and the Federal Reserve System for senior leadership and Bank staff. • Anticipates, prioritizes, and manages sensitive issues with the media. Works with Bank leadership on issues management. As requested, assists Senior Manager, Media Relations in crises communications. • Leads and engages as needed in research and writing of communications materials, such as press releases and fact sheets. • Develops talking points and Q&As for Bank personnel. • Provides staff with media training for successful print, TV, and radio interviews. • Supports the Senior Manager, Media Relations in preparing the President for media interviews and speaking engagements. As requested, works directly with senior Bank officials to amplify the Bank’s key messages, high priority initiatives, and other programs. • Coordinates media outreach with Federal Reserve System colleagues as needed. • Works closely with the Social Media & Engagement Associate to increase awareness of subject matter expert interviews and media coverage through social media channels. • Serves as the primary media contact when the Senior Manager, Media Relations is not in the Bank. • Oversees the distribution and promotion of economic surveys and forecasts. • Conducts measurement and analysis of media coverage. • Lead and engage as needed in the development of media coverage reports. • Manages relationships with outside vendors such as Cision and Factiva. • Performs other duties as assigned. <p>Subordinates: None</p>	

	<p>Scope Measurements: None</p> <p>Knowledge and Skills:</p> <ul style="list-style-type: none"> • In-depth knowledge of the media landscape; knowledge of the financial media a plus. • Track record of developing strong relationships with regional, national, and international media. • Experience developing and executing strategic communications plans. • Excellent skills in writing for print, online, and broadcast. • Experience in issues management. • Must be a confident communicator and presenter; ability to articulate issues clearly and accurately. • Must be proactive, responsible, and accurate, with an attention to detail. • Experience advising and collaborating with executive leadership. Proven ability to work with senior executives to advance strategic projects as well as address media relations issues. • Working knowledge of business or economics and an understanding of the Federal Reserve System. • Knowledge of operations of electronic news services, newspapers, and new media. • Ability to maintain confidential information. • Experience coaching staff for media interviews. • Able to work well under pressure and meet tight deadlines. • The ability to work using own initiative. <p>Education and Experience: Bachelor`s degree in journalism, public relations, or related discipline; professional experience as a media relations professional or as a reporter, staff writer, or editor at a newspaper or business journal; and a minimum of 5 years of experience.</p> <p>Other Requirements:</p> <ul style="list-style-type: none"> • Valid driver`s license. • 15% travel. Some overnight travel required. <p>Applicants must be able to provide work authorization to prove their eligibility to work in the United States.</p>		
<p>Education: (Use only if PhD is required)</p>	<p>Required:</p>	<p>Degree:</p>	<p>Field of Study:</p>