



PPRA Job Bank Form

Position:	Media Relations Associate
Organization:	Villanova University
Job Description/Requirements:	<p>Position Summary: The Media Relations Associate is responsible for a variety of media outreach activities: writing press materials; pitching stories; promoting faculty research and expertise; and identifying and promoting stories that align with the University's strategic priorities and departmental goals. Works with reporters, editors, and other media representatives to attain University news coverage and develop and broaden media relationships. Develops news content for the Media Website and Media Expert Center. Monitors media for story ideas and opportunities to position University faculty as expert news sources. Uses social media and other multi-media platforms to promote University stories and faculty experts. Supports the department's media monitoring and reporting efforts. Develops strategies to promote University-wide events and programs. Collaborates with University constituents on media relations efforts. Supports the Assistant Director in a wide variety of tasks, as assigned. Must have the ability to work evenings, weekends, and some holidays as the demands of the job dictate.</p> <p>Villanova is a Catholic university sponsored by the Augustinian order. Diversity and inclusion have been and will continue to be an integral component of Villanova University's mission. The University is an Equal Opportunity/Affirmative Action employer and seeks candidates who understand, respect and can contribute to the University's mission and values.</p> <p>Essential Job Functions:</p> <ul style="list-style-type: none"> • Provides support to the Assistant Director in all media outreach activities: developing press materials; pitching stories; promoting faculty research and expertise. • Develops news content for Media Relations' various web pages, including the Media Room and Media Expert Center. Monitors the news media to identify story ideas and opportunities to position University faculty as expert news sources. • Identifies ways to promote and pitch University stories, bringing them to life in new and creative ways through the use of social media and other multi-media platforms. • Cultivates relationships with media outlets, reporters and editors, as well as University constituents across the schools, colleges and departments. • Supports the department's media monitoring and reporting efforts. • Supports the Assistant Director in a wide variety of tasks, as assigned. <p>Minimum Requirements:</p> <ul style="list-style-type: none"> • Bachelor's degree; or equivalent combination of education and experience

	<p>can be considered</p> <ul style="list-style-type: none"> • Must have at least three (3) years of media/public relations experience within an academic, business or nonprofit environment, or experience in a related field • Possess thorough knowledge of and experience with the media and of media relations strategies, systems, and processes • Have a proven track record for successfully placing stories and building positive relationships with the media • Knowledge of various media monitoring and reporting platforms and experience working with social media • Strong presentation skills, excellent interpersonal, organizational, planning, and writing skills and an outstanding leader and team player • A flexible, upbeat, energetic self-starter who enjoys collaboration with a wide variety of constituencies • Ability to handle multiple projects in a fast-paced, multifaceted environment with the ability to work evenings, weekends, and some holidays as the demands of the job dictate • Technologically proficient in using all standard computer applications, including Microsoft Word, Excel, PowerPoint, and Adobe Acrobat • A deep commitment to the well-being of the University, a commitment to the University's Catholic/Augustinian heritage, the advancement of its mission, and to serving the needs of a diverse community <p>Preferred Qualifications:</p> <ul style="list-style-type: none"> • Bachelor's degree in communications, journalism or English is preferred • Experience with video editing and multi-media development is preferred • Must have the ability to work evenings, weekends, and some holidays as the demands of the job dictate.
<p>Contact Information:</p>	<p>Please follow the link below to access Villanova University's Job Portal to apply:</p> <p>https://jobs.villanova.edu/postings/21680</p>
<p>Special Notes:</p>	