



ASTM International
West Conshohocken, PA

Job Description

Application Link: <https://workforcenow.adp.com/jobs/apply/posting.html?client=astm>

SUMMARY OF POSITION:

This position is responsible for planning, executing, measuring, and enhancing media relations and public relations activities for ASTM International.

ASTM is one of the world's leading standards development organizations, creating safety and performance standards for a wide range of industries – from children's toys to commercial spaceflight. Our mission is "helping our world work better." ASTM is a nonprofit based near Philadelphia, in West Conshohocken, Pennsylvania.

As a key member of the communications team, the PR Manager leads and manages media relations and public relations efforts. This includes planning, executing, amplifying, and measuring the impact of a variety of communications products: news releases, small and large print publications, and more. Good judgment, relationship-building skills, understanding of newsworthiness, and related soft and hard skills are crucial. Given the breadth of ASTM's industries, issues, and stakeholders, this person must be nimble, collaborative, creative, and a constant learner.

As part of the ASTM International team of about 250 employees, this person will continually look for ways to uncover and maximize the impact of ASTM news and happenings. To do so, this person must cultivate a broad understanding of ASTM's activities, including its organizational priorities, external partnerships, and more.

Overall, this person will play a key role in positioning ASTM International as the global leader in standards development among the media, members, customers, and other key stakeholders.

RESPONSIBILITIES:

- Monitors daily media clips on issues relevant to ASTM International. Forwards clips to key internal staff and posts clips as appropriate on public "ASTM In the News" page.
- Serves as media contact for ASTM International. Maintains database of



journalist/outlet lists including mainstream, trade, blogs, other press outlets, and other interested parties. Revises lists and develops new lists as needed. Proactively fosters strong relationships with key journalists and outlets.

- Works with key representatives from Technical Committee Operations and Business Development to proactively learn about new developments and “hot topics” that may become media stories to track and implement PR initiatives to mitigate or capitalize on such new developments.
- Supervise the work of the News Editor/Writer, manages writing, editing, distribution, blasting, posting, etc., of heavy volume of news releases, most of which focus on new standards, member awards/announcements, and ASTM priorities. Maintains online newsroom, including use of content management tool. Coordinates translation of releases as necessary.
- Represents ASTM at corporate citizenship, philanthropic, and community relations activities, as needed. Coordinates local photo-ops and releases as needed. Updates Corporate Citizenship webpage, as needed.
- Writes, formats, and blasts weekly media clips roundup to key staff in the organization.
- (In coordination with graphic artists) writes, edits, conceptualizes, develops, and updates several types of print publications including brochures, booklets, the annual report, posters and more. Produces, manages, and coordinates shipping (as needed) of booths and other exhibit assets. Selects and coordinates with vendors on purchasing ASTM-branded promotional items/giveaways.
- Manages and maintains (with support of vendor) the ASTM webstore for branded items and apparel available for purchase.
- Supports digital engagement efforts of colleagues in communications department, IT, and elsewhere. Suggests timely social media to amplify releases/announcements and drive engagement. Assists in monitoring social media channels and supporting the efforts of the Digital Engagement Manager.
- In coordination with Director, supports presentation needs of executives as requested, such as annual business meeting presentation.
- Supports *Standardization News*, a bimonthly publication distributed online and in print, as necessary.
- As requested, represents communications department on key internal task groups, councils, committees, etc.



- Tracks public relations and promotional materials invoices from vendors and supports director in managing public relations and promotional materials budget.

MINIMUM REQUIREMENTS:

- Bachelor's degree, preferably in public relations, communications, journalism, or a related field.
- At least three years' experience in full-time media relations, public relations, journalism, and/or communications role.
- Proven writing, editing, verbal communications, and basic research skills.
- Proven ability to take initiative, collaborate, and quickly get the job done.
- Understanding of newsworthiness. Ability to take advantage of unique opportunities to enhance organizational reputation and/or positioning among stakeholders, competitors, and other key stakeholders.

PREFERRED QUALIFICATIONS:

- Understanding of print and online design.
- Strong organizational, time-management, and administrative skills.
- Values teamwork, responsiveness, flexibility, problem-solving, creativity, relationship-building skills, etc.
- Basic budgeting and vendor management skills.
- Familiarity with databases, list management, and more.
- Preferred technical knowledge: PR Newswire, Drupal, Cision, Agility, Adobe Design suite, social media (including campaigns and metrics), content management systems.

This job description is not intended to provide an all-inclusive listing of related job activities. Incumbent may be asked by management to perform other related activities in place of or in addition to those representative activities noted