



# WOMEN'S FUND *of* OMAHA

## Position Description

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**Position Title:** Public Relations & Social Media Manager – SERVE Marketing  
**Status:** Exempt

**Position Reports To:** Executive Director for the Women's Fund of Omaha

**Schedule:** Full time up to 40 hours per week with some flexibility in scheduling. May be required to work additional and/or evening hours during busy time periods or for special events.

**Salary Range:** Negotiable

### I. General Summary of Responsibilities:

Lead public relations and social media for three of the boldest and most engaging non-profit marketing efforts in the country that address STDs (GetCheckedOmaha), teen pregnancy prevention (GetTheSexFactsOmaha), and sex trafficking (TBA). This position will serve as the liaison for the Women's Fund of Omaha and SERVE Marketing on these initiatives.

### II. Position Duties:

- Develop campaign strategies and ongoing content
- Work with media to gain attention for each campaign
- Manage social media channels related to each major campaign
- Monitor tools to optimize and report on campaigns
- Participate in trainings and/or continue education on relevant material for professional development.
- Perform other duties as assigned

### III. Qualifications:

Bachelor's degree in communications, public relations, business/marketing, journalism or related field required. Three years of relevant experience, specifically in the areas of public relations, media relations, content development and social media community management required; at least two of those years in an agency setting preferred.

Long- and short-form writing, branded content creation, proactive media outreach and data reporting experience is a must. Experience with paid social media and social media targeting, as well as public service marketing preferred.

<b>Skills and Knowledge</b>		
	<b>Required</b>	<b>Preferred</b>
Valid driver's license and vehicle.	X	
Ability to adapt to inconsistent working hours.	X	
Ability to communicate the mission and values of the Women's Fund.	X	
Skill in effective project management – on-time and on-budget	X	
Skill in creating and maintaining business and professional relationships.	X	
Working knowledge of agency services – media, account services, promotions, and digital – including how they work together to deliver results and payoff on the overall direction of the each campaign.	X	
Ability to effectively collaborate with multiple partners.	X	
Ability to maintain excellent communication with diverse groups via email, phone, and face-to-face.	X	
Ability to multi-task effectively.	X	
Ability to work proactively and independently.	X	
Exceptional attention to detail.	X	
Proficiency in Microsoft Office Suite.	X	
Skill in managing electronic databases and websites.	X	
Skill in effective written and verbal communication.	X	
Skill in creating clear graphs and charts in a software program.		X
Skill in graphic design software (Adobe Creative Suite).		X
Skill in writing speeches and public speaking.		X

<b>Core Competencies</b>	<b>High Performance Indicators</b>
Attention to Detail	Able to review data documents for accuracy and consistency; take action to prevent mistakes; follow procedures closely; keep records accurate and up to date; test services/applications rigorously when needed.

Decisiveness & Judgment	Able to consider both the short-and long-term impact of decisions; plan for how the consequences of decisions affect the team; coach others to make effective decisions; hold others accountable for making sound decisions; make and act on decisions even if they are unpopular.
Gets Results	Able to demonstrate high personal work standards and a sense of urgency about results; do everything possible to meet goals and deadlines; persist in the face of repeated challenges; accept responsibility for the outcomes of his/her own work.
Influencing	Able to champion initiatives for the business in ways that generate organization-wide understanding and support; judiciously use formal or informal authority to positively influence the direction of the organization; foster acceptance of organization-wide priorities by earning support from key individuals; build support for the organization with external stakeholders; inspire the organization to achieve more than was thought possible.
Open Communication	Able to ensure clarity around organization's vision, mission, and business objectives; demonstrate the ability to leverage multiple communication channels; demonstrate candor and openness when discussing major organizational initiatives; make a point to be visible across the organization; create venues for constructive dialogue within the organization.
Planning and Organizing	Able to create detailed project plans; balance the need for adequate planning with the need for action; avoid wasting time on tasks that yield low value; use resources efficiently; create and monitor measures to chart the progress and impact of assignments.
Strategic Alignment	Able to align own work objectives with the organization's strategic plan or objectives; take business priorities into consideration when making choices and trade-offs in own work; act with an understanding of how the marketplace drives the business; maintain perspective between the overall picture and tactical details; demonstrate forward thinking about tomorrow's issues.
Technical/Functional Expertise	Able to demonstrate mastery of the technical/functional skills necessary for performing own job; maintain state-of-the-art knowledge of the advances in field; regularly publish or present on leading-edge issues; conduct leading-edge research or similar work that has organization-wide impact; play a key role in advancements in profession.
Relationship Building	Able to foster an organizational environment where trust is considered a key factor in building long-term relationships; remain approachable and friendly to others with lower organizational status; develop, maintain, and utilize professional relationships outside the company to generate important outcomes for the organization; share extensive network of internal/external contacts with others to accomplish organizational goals; build and maintain mutually beneficial relationships with other organizations and professional associations.

*Last Revised: July 2016*

*Note: The statements herein are intended to describe the general nature and level of work being performed by employees, and are not to be construed as an exhaustive list of responsibilities, duties, or skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.*