
Job Announcement

Media Relations Manager



Advocates for Children of New Jersey (ACNJ), New Jersey's premier child advocacy organization, is seeking a media relations manager. The individual hired for this position will be responsible to work with the media (print, television, radio, internet and social) to publicize ACNJ's mission, advocacy agenda and policy priorities in a positive, consistent and credible manner. This position reports to the Assistant Director for Communications and is part of ACNJ's communications team.

Responsibilities include:

- Developing ACNJ's overall message and ensuring that it is integrated in all ACNJ communications.
- Developing and implementing communications campaigns as needed to support ACNJ's policy priorities.
- Drafting press advisories, press releases, e-advocacy messages, monthly e-news and annual report.
- Maintaining an up-to-date media list.
- Managing media inquiries.
- Proactively engaging the media in ACNJ's advocacy agenda and organization.
- Producing marketing materials for ACNJ's annual fund development plan.
- Reviewing ACNJ's written work product for clarity and consistency in message.

Skills needed:

- Demonstrated experience in media relations.
- Strong writing skills; ability to write clearly and concisely for policymakers and the public.
- Experience editing reports and other written materials.
- Ability to work as part of a team to carry out ACNJ's mission, priorities and agenda.
- Initiative and ability to respond quickly and effectively to media inquiries and opportunities.
- Ability to develop and implement a proactive plan to market ACNJ and its issues effectively.

Salary is commensurate with experience. Full benefits package provided. If interested, please e-mail your resume and a cover letter to Mary Coogan at mcoogan@acnj.org by April 15, 2016. Your cover letter should describe why you are the ideal candidate for this position.

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Giving Every Child A Chance

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