



**Position Title:** Public and Media Relations Manager

**Department:** Marketing & Brand Strategy

**Reports to:** Associate Director of Marketing

**The Opportunity:** Morris Animal Foundation is seeking a **Public and Media Relations Manager** to join our Marketing and Brand Strategy team. This position reports to the Associate Director of Marketing and will develop, lead, and manage the organization's public and media relations strategy. This role will seek to support, advance, and shape narratives related to Morris Animal Foundation's mission at the local, state, national and international levels.

#### **About Morris Animal Foundation**

Established in 1948, Morris Animal Foundation is dedicated to improving and protecting the health of animals through scientific innovation, education, and inspiration. Our investment in research has yielded life-saving vaccines, new treatments for critical diseases, superior screening tests, and advanced diagnostic tools. We respond to emerging animal health threats that endanger entire species and make new discoveries in basic animal biology to support applied research. With every study we fund - more than 2,850 to date - we strive to advance the science of veterinary medicine, honoring the founding principles of Dr. Mark L. Morris Sr. to benefit animals worldwide.

Morris Animal Foundation is committed to promoting diversity throughout the organization, its staff, Trustees, and scientific advisors. Diversity within our organization enhances our capacity to communicate, strengthens our organization, makes our culture more robust and allows us to serve animals, donors and partners more effectively.

**The Challenge:** This is an opportunity to contribute to a dynamic team working to spread awareness of Morris Animal Foundation, support our scientific and fundraising initiatives, and communicate our research impacts with current and new audiences.

**The Team:** Morris Animal Foundation's Marketing & Brand Strategy team is a passionate and driven team fueled by its love of animals and dedication to innovative science that will better animals' lives. The team takes pride in living by the Foundation's Core Values of Excellence, Respect, Compassion, Collaboration, Innovation and Determination, and incorporating them in day-to-day interactions, projects, and goals. The team includes marketing and communications specialists, graphic designers, scientific content writers and digital marketers.

**The Skill Set:** The Public Relations and Media Manager will be an enthusiastic go-getter with the ability to build strong connections with a variety of stakeholders including media professionals. An imperative part of the Public Relations and Media Manager's skill set is excellent written and oral communication as well as expert editing abilities. The right candidate will thrive in a collaborative, fast-paced, team-oriented environment and will be comfortable communicating with diverse audiences, in-person, over the phone and digitally.

**Position Requirements:**

- Bachelor's degree in communications, public relations or public affairs.
- Minimum 5-7 years' experience working in public relations with a focus on animal health, veterinary medicine and/or other health-related fields.
- Proven record of impactful media relations work.
- AP stylebook excellence and knowledge of social media.
- Ability to meet in-person, over the phone and digitally with team members, media personnel and other parties as necessary.
- Conference travel 4-6 times/year.
- Adhere to the Foundation's safety policies and procedures; encourage others to do the same.
- Participate in building a culture of accountability, performance, and trust.
- Promote and adhere to Foundation Core Values: Excellence, Respect, Compassion, Collaboration, Innovation, and Determination

**Additional Desired Qualifications:**

- Experience writing, shooting, and producing long (3-5 minutes) and short-form (1-2 minutes) feature videos.
- Experience with online webinar production and support.
- Experience with podcasting, both producing the Foundation's own podcast as well as pitching.
- Experience working in Google Analytics or other digital metrics tracking platform.
- Asana project management software experience.
- Experience working for an animal- or conservation-related organization.
- Passion for science a plus.

**Position at a Glance:**

1. Use successful candidate's existing media relationships, and build relationships with reporters locally, nationally and internationally to better position Morris Animal Foundation as a thought leader and leading research organization in animal health.
2. Create and send timely pitches to reporters for possible story ideas on animal health issues (magazine, newspaper, online outlets, podcasts, broadcast, scientific and trade publications, etc.).
3. Monitor media for trending topics and work with the Scientific Programs team to create a roadmap for awareness issues.
4. Respond to inbound media inquiries from reporters on animal health issues and secure appropriate spokespeople for interviews.
5. Craft and seek approval on press releases, statements, media advisories and comments for distribution to media.
6. Collaborate with external organizations and institutions on joint press release development and approvals.
7. Disseminate press releases through multiple platforms (Cision, PR Newswire, EurekAlert, etc.).
8. Work with the digital team to leverage social media for public relations.



9. Prepare analytics and reports on media coverage impact (impressions, reach, sentiment, ad value, etc.).
10. Public and Media Relations budget preparation and strategic planning.
11. Serve as the staff expert on media training.

Within three months, you will:

- Build understanding of the Foundation and its mission, operations, key audiences, scientific portfolio.
- Produce and distribute press releases.
- Begin active pitching of Foundation stories to traditional and new media (including podcasts).
- Participate as a member of the Marketing & Brand Strategy team: assist other members of the Department as needed, promote good stewardship of the Department across the organization, and provide data-driven insights and creative ideas whenever possible that can contribute to Department and Foundation goals.
- Learn the team's project management software, Asana.
- Update media lists in Cision.

Within six months, you will:

- Work to place national stories on the Foundation's work.
- Expand media relations to more international outlets.
- Create a media and public relations plan for planned community science program.
- Build robust national and international media lists, focusing on animal health and science.

Within one year, you will:

- Participate in strategic planning for the coming fiscal year.
- Develop a Public and Media Relations budget.
- Develop a public relations plan for the coming fiscal year.

### **Benefits (To name a few!)**

Morris Animal Foundation offers competitive pay, merit-based raises and bonuses, and ample growth and professional development opportunities for its employees. A full benefits package includes 100% paid premiums for employee health, dental, vision, LTD, life insurance and a 403b retirement account with up to 6% employer match. Employees are given accrued vacation time, six personal days per fiscal year, 10 paid holidays, a lifestyle and fitness reimbursement, work from home equipment reimbursements and nine weeks paid FMLA medical and parental leave. Come be a part of a compassionate and collaborative organization that is bursting with pride for its mission!



**Position Specifications:** Full-time, exempt, non-supervisory position. Job duties include a general office environment, spent sitting and operating a computer and other office machinery. Must be able to read, write, and communicate fluently in English.

**Work Location Requirements:** Currently working remote, transitioning to hybrid model (available for in-person meetings as necessary) as COVID-19 conditions change.

**Hiring Range:** \$52,500 - \$65,600

### How to Apply

Please email three (3) published writing samples, your resume and a cover letter that includes how you heard about this job and your salary requirements in a Word document or PDF, labeled with your complete name to the People & Culture Department at [PCD@morrisanimalfoundation.org](mailto:PCD@morrisanimalfoundation.org). Please list **Public and Media Relations Manager** in the subject line of your email. **Incomplete and/or inaccurate applications will not be considered.**

### Morris Animal Foundation Core Values

**Respect** - We act with integrity and are accountable to the needs of others and respectful of their time, expertise, and opinions. We listen and communicate thoughtfully, directly, and openly, always assuming good intent. We are inclusive and value diversity.

**Excellence** – We advance animal health by funding only research that meets the highest scientific standards. We are committed to ensuring the best use of donor funds and Foundation resources to benefit animals everywhere.

**Compassion** - We care deeply about animals and the people who care for them. It is our responsibility and an honor to improve animal health.

**Collaboration** – We actively partner, creatively work together and freely share ideas to advance the science of animal health and grow our impact. We nurture, grow, and educate the animal health community that shares our passion. Together we can do more.

**Innovation** – At our core, we value proven science but also seek creative solutions to meet the growing challenges of animal health in a changing global ecosystem. Based on what we learn, we constantly evolve to achieve our mission.

**Determination** - We are driven by our mission and seek answers with relentless pursuit. Using science as our compass, we develop pathways to animal health solutions. So long as animals face health concerns, we will continue to find answers.