

TITLE: The Assistant Director – Media & Public Relations

APPLY: Please send resume, cover letter and references to Chris Winston at cwinston@soill.org

LOCATION: Based out of Normal office located at 605 East Willow Street, Normal, IL

The Assistant Director – Media & Public Relations is helping to lead in the development and implementation of Special Olympics Illinois general market (radio, TV & print media) as well as digital and social media marketing strategies in order to drive brand and revenue as well as individual event goals and objectives, specifically in central and southern Illinois. The Assistant Director – Media & Public Relations must be able to aid the SOILL M&C Department in creating consistent, meaningful content that can be implemented throughout media markets in central and southern Illinois on marketing and communications strategies that they helped create as well as onsite at our events. As an integral part, this person would be the media liaison to the regions in central and southern Illinois as it relates to statewide marketing initiatives as well as ones that pertain on a local region level. The Assistant Director – Media & Public Relations will be working closely with all Special Olympics Illinois employees, board members, athletes, volunteers and sponsors.

Assistant Director Core Roles:

- **Scope of Responsibility:** This position category has either shared or partial responsibility over a specified function or project within a department of the organization, including some or all elements having to do with that specified function or project. This position category has a moderate to high level of responsibility for elements of this specified function or project within a department of the organization. This position category has direct oversight from the departmental Chief or another second-level supervisor.
- **Conduct:** Asst. Directors must demonstrate the mission, vision and values of Special Olympics Illinois through consistent adherence to Special Olympics Illinois Values & Behaviors and Working Together Competencies; by exercising a high level of cooperative, friendly, and effective teamwork skills; by resolving conflict directly, effectively, and professionally; and by committing to support and be helpful to other team members and departments within the organization.
- **Performance:** Satisfactory work performance requires consistently strong work product output, including the successful execution and completion of all job duties and goals; autonomy, ownership, competence and excellence of work product; innovation and process improvement; effective resource management; professional development; and compliance with accepted organizational and legal rules, regulations, and policies.

Primary Duties and Responsibilities

- Develop and maintain relationships with print radio, television outlets.
- Overseeing digital and social media throughout central and southern Illinois.
- Actively work with Marketing & Communications Team to develop and implement marketing and communications strategies, implemented in central and southern Illinois
- Represent Special Olympics Illinois at community events and interface with the community on a broad level

- Analyze and recommend pro-bono, cash bids and pricing strategies, from general market, digital and social media in central and southern Illinois, to produce the highest possible benefit and cost-savings to the organization
- Work with Director- Communications & Media Relations to write, review and distribute press releases for state & regional competitions and Torch Run events
- Write articles covering organization activities, programs and partnership announcements – must feel comfortable interviewing by phone and in person. 2 | Special Olympics Illinois
- Pitch feature stories throughout the year on athletes, fundraising initiatives, coaches and volunteers to media in central and southern Illinois.
- Act as a brand steward, upholding brand and trademark standards and consistency throughout the organization.
- Assist in providing photography coverage at area and state events when needed; engage volunteer photographers. • Assist in the preparation of budgets and monitor ongoing status of assigned project codes. • Participate in development of department goals and objectives and communicate job-specific activities to better coordinate department activities.
- Build meaningful connections and encourage community members through dialog and messaging both online and offline.
- Be a key component, involving the brainstorming and implementation of ideas based on the needs, objectives & feedback of key organizational stakeholders, to overall SOILL branding as well as major events.
- Provide support on other projects as needed and assigned.

Shared responsibilities with the Manager- Digital & Social Media Marketing to:

- Co-Build, execute, and manage social media strategy through research, benchmarking, messaging, and audience identification.
- Co-Develop, maintain, and own responsibility for all SOILL social media pages and profiles.
- Co-Develop and implement marketing plan and calendar to drive traffic to all digital/social channels.
- Align marketing and social to conceptualize, produce and distribute digital content for SOILL website. Includes copywriting, designing, and creation of all assets for digital and social marketing programs, including email marketing and social media ads.
- Cover events. Writes web posts (before, during and after) about the event and support social media posts about the event.
- Co-Develop digital marketing programs including email marketing (growing database as well), influencer/blogger outreach, SEM & Google for Nonprofits.
- Support Special Olympics, Inc. with digital and social media programs and events.
- Contribute to thought leadership for social & digital communications strategy.
- Define most important social media KPIs and deliver timely, insightful and actionable analyses for all social media activity. Utilize this information to positively affect future outcomes. This includes tracking and analyzing followers, traffic, demographics, and campaign effectiveness through Sprout Social and other reports.
- Actively monitor performance across social and digital channels on a daily basis, ensuring campaigns are executed flawlessly and performance is in line with expectations

- Co-Manage social media communities across platforms for our brand.
- Co-Manage marketing strategy for SOILL across all social and digital channels.
- Stay abreast of evolving landscape and industry trends and bring forth ideas to stay competitive in the social & digital universe. Through continued education, establish best practices on how to optimize content (video, imagery, GIF, etc.) across all channels.

Qualifications/Skills and Knowledge Requirements

- Bachelor's degree in Communications, Marketing, Public Relations or other related field.
- Strong written (including social conversational writing), oral and interpersonal communication skills. Experience with written articles and blog post or similar types of ling formats.
- 4 - 6+ years' professional experience, including the planning, negotiating and implementation of marketing campaigns in general market, digital and social media (event calendar planning, storytelling and maximizing SAR's).
- Understanding of web metrics, digital media testing methodology and optimization strategies
- Excellent, adaptive computer skills including proficiency with Microsoft Office products
- Ability to work independently without close oversight, but also a team player who productively engages with others at varying levels of seniority within and outside Special Olympics Illinois
- High energy and passion for Special Olympics mission
- Meets all team deadlines and responsibilities, listens to others and values opinions, helps team to meet goals, welcomes newcomers and promotes a team atmosphere
- Strong organizational and time management skills with exceptional attention to detail 3 | Special Olympics Illinois
- Customer focus
- Ability to influence and engage a wide range of donors and build long-term relationships • Professional and resourceful style; the ability to take initiative and to manage multiple tasks and projects
- Based in Bloomington/Normal, Illinois- Special Olympics Illinois Headquarters.

Essential Functions

- Monday through Friday with frequent evenings and weekends as position demands
- Independent in-state travel required, including some overnight and weekend travel as an essential function of position
- Medium work required, which involves lifting no more than 50 pounds at a time with frequent lifting or carrying of objects weighing up to 25 pounds; includes sedentary and light work
- Close visual acuity required to perform activities such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading; visual inspection involving small defects, small parts, and/or operation of machines; operating motor vehicles
- Thrives in an ever-changing fast paced environment while effectively executing their Primary Duties and Responsibilities.

- First Aid/CPR Training and Certification required; must be able and willing to effectively administer First Aid/CPR on-site during events
- Valid driver's license and proof of insurance required