

Job Title : Communications Manager
Area of Interest : Communications & Media Relations
Qualifications :

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Bachelor's degree in public relations, communications, marketing or equivalent combination of related education and experience required. Minimum of five years of progressively responsible public relations experience required.

Must have highly developed leadership, oral and written communication skills. Ability to manage multiple projects simultaneously. Ability to assimilate information quickly, analyze problems and implement solutions required. Must have exceptional interpersonal skills to interact with all levels of staff, media, volunteers, donors, external partners and the general public. Event planning experience desirable. Basic level computer navigational skills in a windows environment required.

Job Description :

Manage public relations and communications to enhance public awareness of the need to donate blood.

Develop, manage, and maintain strong media relationships that will achieve annual region collections goals and that will motivate donors to give blood.

Perform all duties and responsibilities in compliance with standard operating procedures, Safety Quality Identity Potency Purity (SQUIPP), regulations outlined in the Code of Federal Regulations (CFR), Occupational Safety and Health Administration (OSHA) and other applicable Federal, state and local regulations.

Responsibilities

1. Cultivate and nurture media relations, contacts, and partnerships to promote the ARC mission. Provide related stories and or media sponsorship of campaigns/initiatives. Produces and issues press releases as well as addresses media inquiries. Manages effective media relations on a wide spectrum of ARC related topics. Ensures a positive and consistent ARC image and message to the public. Enhances media responsiveness during emergency conditions.
2. Collaborate with American Red Cross Chapter counterpart to ensure a single American Red Cross image in the region.
3. Develop and maintain public relations/communication plans. Develop media and external partnerships to create awareness, blood drive partnerships and support

regional objectives.

4. Coordinate and manage events to help meet organizational objectives.
5. Work with the Division marketing staff to support marketing and communications plans within the region.
6. May oversee the development of communications materials.
7. Help support the internet site(s) and ensure information is coordinated jointly with marketing operations and strategic leadership. Manage the photo library jointly with marketing services; maintain images and manage availability of compelling visuals for use in media.
8. Perform other duties as assigned.

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be an exhaustive list of all responsibilities and duties required of staff so classified.

Scope

Operates under general guidelines from senior management. Plans own work and set priorities for department.

Actions and decisions based on discretion and judgment.

Requisition Number : BIO16196
Country : United States
State/Province : Tennessee
City : Nashville
Full Time / Part Time : Full Time
Shift : Variable
Work Schedule : 8am-5pm
Percentage of Travel : 1% to 10%
Relocation Eligibility : No

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