

**Updated:** September 3, 2020  
**Position Title:** Public Relations and Outreach Director  
**Staff Group:** Communications, Office of Outreach and Public Witness  
**Reports To:** Director of Communications  
**Location:** Boston, Massachusetts (onsite)\*  
**Grade:** 13, full-time with benefits

### **Purpose**

To oversee public engagement initiatives of the Unitarian Universalist Association. Reporting to the Director of Communications, to manage the Office of Outreach and Public Witness, to advance UUA Public Relations, digital strategy, and social media engagement. To oversee editorial and content management of UUA.org, to develop and implement key public witness plans and perform pro-active media outreach for the UUA, and to advise congregations on effective outreach and crisis communications.

### **Principal Responsibilities**

1. Directs the Office of Outreach and Public Witness, overseeing UUA strategies and operations related to public communications, news media interaction, institutional social media, and innovative digital strategy. Helps develop overall communications, outreach goals, and messages for the Association. Supervises the work of the Social Media Strategist, Multimedia Designer, Communications Specialist, and Outreach Associate.
2. For the UUA President, takes primary responsibility for drafting public statements, op-eds, speeches, and presentations. Coordinates media relations for the President's public events. Assists with developing and implementing Executive Communications strategies.
3. Engages with news media by serving as a spokesperson for the Association, proactively forming relationships with key media actors and engaging with reporters on Twitter, writing press releases and media advisories, PR plans, and pursuing earned media placements in major news outlets nationally.
4. Manages UUA presence on institutional social media platforms; oversees digital strategy across social media, web, and other digital properties in collaboration with other UUA offices and staff groups. Works closely with the Director of Communications to align Communications content strategy with UUA priorities to unify the brand.
5. Oversees the development of multimedia digital content to embody and advance UUA messaging. Oversees organizational visual identity and brand standards.
6. Exercises ultimate editorial oversight for UUA.org in collaboration with the Web Team and individual web editors in other staff groups.
7. Collaborates with other UUA offices and staff groups to develop and manage communications and outreach plans for high-profile Association initiatives, including Public Relations efforts and the UUA's annual General Assembly. Participates in related public witness and communications cross-staff meetings.
8. Working with other members of the Outreach and Public Witness team, advises congregations on their outreach providing outreach tools, guidance, workshops, and digital best practices and policies. Coaches and advises individual religious professionals and lay leaders on public relations matters during crisis situations.
9. Performs other duties as requested by supervisor, the Executive Vice-President, or the President.

### **Qualifications**

This is a Grade 13 position (expected hiring range \$71,500-\$87,100 depending on experience). Note that qualifications may be met as a result of lived experience, volunteer work, professional experience, and/or formal or informal training.

Our ideal candidate has a consultative and collaborative leadership style and broad skill set with eight to ten years' overall experience in the fields of communications and public relations, strong knowledge of digital communications, and a track record of effective use of social media and the web to advance institutional priorities and messaging. Strong writing skills are essential and previous supervisory experience, personal integrity, and discretion are required. Candidates should have a demonstrated record of earned media placements and a related writing portfolio, and experience with social media engagement to promote thought leadership and issue-driven messages. Familiarity with digital metrics is required.

Strong skill set with countering systems of oppression and cultural marginalization, and in leading with intercultural fluency, multicultural awareness, and humility, is required. Experience with social justice issues, community organizing, activism, and strategic partnerships is desirable. Proficiency in Twitter and Facebook is required and familiarity with

YouTube, along with newer social media platforms, such as Instagram, is preferred. Proficiency with Microsoft Office Suite is required (especially Outlook and Word); website content management system experience and an understanding of the user experience are a plus. Must be excited to promote the Unitarian Universalist Association stance on issues and Unitarian Universalist values. Worked or lived experience with communities of color or indigenous peoples is of particular value. Eagerness to work in an organization in which the dismantling of white supremacy is a high priority. Evening/weekend work required when responding to breaking events and news or social media cycle. Occasional travel also required, including travel to the annual General Assembly each year in June.

\* **IMPORTANT:** During the time of the COVID-19 pandemic, the Boston offices of the UUA remain closed, and as such, this will be a work-from-home position until our offices reopen.

### **How to Apply**

People with disabilities, people of color, indigenous people, Hispanic/Latinx, and LGBTQ candidates are encouraged to apply. The UUA is committed to developing a diverse and talented staff team. If you are excited about this role but unsure whether you meet all of the requirements, we encourage you to inquire and/or apply. Send cover letter and résumé—indicating “Public Relations and Outreach Director” in the subject line—via e-mail to [careers@uua.org](mailto:careers@uua.org), via fax to (617) 948-6467, or to Human Resources, UUA, 24 Farnsworth Street, Boston, MA 02210. E-mail submissions preferred.

### **About the UUA**

The Unitarian Universalist Association is a progressive religious denomination headquartered in Boston’s waterfront Fort Point Innovation District with offices in Washington, DC and at the United Nations in New York City. Our faith community of more than 1,000 self-governing congregations brings to the world a vision of religious freedom, tolerance, and social justice. Our normal workweek is 35 hours, we pay 80% contribution towards health insurance premiums, 11% towards retirement (after one year), and have generous paid time-off policies. We are a great place to work and we value diversity. The UUA is an Equal Opportunity Employer and is committed to the full inclusion of all. As part of this commitment, the UUA will ensure that applicants and staff with disabilities are provided reasonable accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact the Office of Human Resources at (617) 948-4648 or [humanresources@uua.org](mailto:humanresources@uua.org). For more information on the UUA, visit us online at [UUA.org](http://UUA.org) and [uuworld.org](http://uuworld.org).

### **Support for the Mission and Values of the Association**

The Unitarian Universalist Association is a progressive and historic religious denomination. While it is not generally required or expected that an applicant/employee identify as a Unitarian Universalist (UU) or be a member of a UU congregation in order to work at the UUA, all UUA staff members are expected to perform their job duties in accordance with the UUA’s values, principles and mission. In particular the following points, drawn from the Seven UU Principles, are of particular importance for the UUA’s work environment and staff culture:

- The inherent worth and dignity of every human being: We affirm the need for a human-centered workplace that allows our diverse staff to flourish. We also understand that our wider culture and society oppresses and denies human dignity, and we seek to counter the effects of that oppression in our hiring and workplace culture so that each person feels whole and valued.
- Justice, equity and compassion in human relations, and the goal of world community with peace, liberty and justice for all: We speak openly and publicly of our support for social and political issues, including LGBTQ equity, racial justice, climate justice, gender equity, and reproductive justice.
- The interdependent web of existence: We recognize that the liberation of all people is interwoven, and we work to counter patriarchy, white supremacy, colonialism, homophobia, transphobia, ableism, environmental exploitation, and other interrelated systems of marginalization.