

Public Relations Consultant for Social Justice

August 17, 2021

OVERVIEW

Contractual Engagement and Mission Focus

On behalf of the Unitarian Universalist Association, the Public Relations consultant will amplify a values-based and moral voice in the news landscape on issues of social justice. The consultant will leverage the news cycle aligned with these organizational priorities and issues: voting rights, environmental justice, criminal justice, LGBTQ rights, Black and Indigenous People and People of Color equity, and the Movement for Black Lives. PR is framed with a view to having a generational opportunity to work towards building the just and anti-oppressive world we imagine.

About the UUA

The [Unitarian Universalist Association](#) is a progressive faith-based organization and religious denomination whose principles embrace the inherent worth and dignity of each person, the need for justice and compassion, the democratic process, and the interdependence of all people. Headquartered in Boston's waterfront Fort Point Innovation District, the UUA encompasses a national community of more than 1,000 self-governing congregations. The organization and Unitarian Universalist congregations actively live their values, including in the public square.

POSITION DETAILS

The Public Relations Consultant will collaborate closely with the Director of Communications, as well as the UUA President and the *UU World* Editor, and assess, prioritize, and recommend opportunities within the national media space.

The PR Consultant should develop a strong understanding of the UUA mission and values, and effectively incorporate these into the PR work, with a focus on issues management and crisis communications. The PR Consultant will analyze relevant faith-based and social justice news landscapes to identify ways to insert the UUA moral voice into the conversation. The consultant will also bring expertise to bear on defining a set of core messaging and writing short-form pieces that reflect priority issues.

The PR Consultant will serve as the UUA media contact and manage all media inquiries and any interview scheduling. This person will maintain and engage with media influencers who are engaged with UUA priority areas. We are interested in a candidate who has direct or adjacent newsroom experience, as we'd like this person to nurture media relationships that reflect UUA positioning. Existing relationships at AJ+, Mic, Vox, and local PBS broadcast and radio stations are a plus, which might include producers, journalists, editors, and program hosts.

The PR Consultant should have a facility for assessing and seizing opportunities within trending and breaking news. Consultant must be able to quickly develop messaging and advise senior leadership to meet a media request or crisis moment. Consultant will also work with the Justice Communications Associate and other UUA colleagues as needed, especially regarding overlap of social justice writing and issue priorities to unify the UUA public voice.

Consultant Priorities for Scope of Work

Weekly and Ongoing

- Monitor daily news cycle to identify and recommend opportunities for values-based and UUA moral voice on priority issues of social justice, assessment includes both an issues management & crisis communications lens and targeted news outlets.
- Develop weekly PR Brief on national news cycle, trending topics, and metrics highlights for key UUA digital platforms.
- Monitor and engage in relevant Twitter conversations on ongoing basis (curated content & messages) and outreach, connecting with news outlets, editors, and journalists; Builds awareness of UUA issue expertise and faith-based perspective.

A La Carte

- Develop and deliver approved pitches as needed to targeted news outlets, building on existing relationships and making use of syndication and news wire platforms.
- Write PR messaging aligned with consultant recommendations, including for quick-turn and crisis scenarios; Edit and consult on long-form writing by vendors and colleagues, including op-eds & institutional statements to unify messaging.
- Provide occasional PR advising to congregations on media relations and crisis messaging.

Deliverables

- Weekly PR Brief with recommendations to include identification and strategy for upcoming news moments and benchmarks (political & policy flashpoints, Congressional legislation, SCOTUS decisions, media opportunities with organizational partners, etc.)
- Weekly short-form messaging, in consultation with the Director of Communications, that may include: Twitter posts, quotes, talking points, statements, and press releases.

- Set of core PR messages aligned with organizational positioning on key issues, analyzing UUA foundation documents, press releases and public statements; Messaging to be developed in consultation with the Director of Communications & UUA leadership.
- Audit of most successful PR messaging on UUA Facebook and Twitter platforms and uua.org, including institutional statements, social media commentary, and UUA President quotes; Make recommendations for priority channels and PR tactics.

HOW TO APPLY

This is a remote consultant position with 10+ hours per week, including flexibility to expand based on the news cycle. We are looking to define an ongoing contractual engagement in three-month increments. Candidates should have significant PR and media experience and a portfolio of successful placements within national news outlets. Must have a track record of crisis communications, an ability to respond in the moment, and experience working directly with C-suite clients.

Candidates should send a cover letter that conveys their interest and motivation for this role, a CV or résumé, three relevant work samples, and details of compensation requirements and consulting fees. Forward materials to careers@uua.org using “Public Relations Consultant for Social Justice” in the subject line.