

Updated: April 10, 2017
Position Title: Public Relations Director
Staff Group: Communications, Office of Information and Public Witness
Reports To: Director of Communications
Location: Boston, Massachusetts (onsite)
Grade: 12, full-time

Purpose

To oversee public relations initiatives of the Unitarian Universalist Association, to manage the Office of Information and Public Witness (IPW), to oversee editorial content of designated sections of UUA.org, to develop and to implement key public witness plans and perform pro-active media outreach for the UUA, and to advise congregations on effective public relations skills.

Principal Responsibilities

1. Directs the daily work of the Office of Information and Public Witness, managing projects related to public information and media outreach. Supervises the work of the Communications Specialist and the Communications Coordinator.
2. Exercises editorial oversight for designated sections of UUA.org (homepage, news, visitors, press room, etc.).
3. Serves as one of the principal spokespeople for the Association.
4. Writes press releases and media alerts, etc. for the UUA's public witness efforts.
5. Manages UUA presence on institutional sections of social media.
6. Drafts public statements, speeches, official reports, and other communications for the UUA President.
7. Designs and manages media outreach plans for General Assembly, Association initiatives, and public witness efforts.
8. Directs media relations strategies for the UUA President's public events and congregational visits.
9. Makes initial, proactive contact with media bookers and producers to place key UUA staff in position to promote a Unitarian Universalist perspective on issues of significance; cultivates relationships with members of the press.
10. Consults with congregations on public witness opportunities; advises ministers and lay leaders on public relations matters during crisis situations.
11. Responds to complex or sensitive requests for information forwarded from Director of Communications or other staff.
12. Plans and implements development of original public relations resources and media training materials for congregations; travels to lead workshops at conferences.
13. Attends monthly meeting of interdepartmental public witness team; serves in strategic planning capacities; serves as a representative of the public witness team and/or Communications staff group on other interdepartmental teams as requested by Director of Communications.

14. Oversees the Association's relationship with Andover-Harvard Theological Library (AHTL), including the transferring of institutional archives to AHTL.
15. Performs other duties as requested by supervisor, the Chief Operating Officer, or the President.

Qualifications

This is a grade 12 position (expected hiring range \$51,200-\$64,700 depending on experience). Our ideal candidate is assertive and extroverted with five or more years' experience in the field of communications/public relations, strong writing skills, and a demonstrated record of media placements. Proficiency in Microsoft Office programs required (especially Outlook and Word); web design and content management system experience are a plus. Supervisory experience is highly desirable. Must be willing to promote Unitarian Universalist Association stance on issues and Unitarian Universalist values. Evening/weekend work required when responding to breaking events and news cycle. Occasional travel also required, including travel to the annual General Assembly each year in June.

How to Apply

People with disabilities, people of color, Hispanic/Latinx, and LGBTQ candidates are encouraged to apply. Send cover letter and résumé—indicating "Public Relations Director" in the subject line—via e-mail to 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. For more information on the UUA, visit us online at UUA.org and uuworld.org.