

# Media Relations Assistant - Volunteer Position

## Description

The Media Relations Assistant role is an unpaid virtual volunteer position. The primary purpose is to assist our Marketing Manager with media relations. This includes developing national and regional press contacts, and creating press releases to ensure the organization's anti-abuse messaging, strategies, and objectives, are clearly publicized to maximum effect.

This role directly contributes to the spread of American SPCC's vision and mission to promote social impact to end abuse and improve children's lives. Publicizing the organization's advocacy, awareness, and education initiatives, related to all forms of abuse and maltreatment, including, but are not limited to: child abuse, child neglect, child sexual abuse, child exploitation, trafficking, bullying, cyberbullying, domestic violence, foster care, child safety, shaken baby syndrome and positive parenting.

## Duties and Responsibilities

- Plan, develop, and implement media relations procedures and strategies.
- Develop and maintain relationships with key national and regional media contacts.
- Maintain organization's image and exemplary reputation with the media agencies.
- Devise/coordinate media opportunities, including publicity opportunities for photo or videos.
- Research, write and distribute press releases to targeted media.
- Collate and analyze media coverage with the best possible outcomes for the organization.
- Prepare summary reports of media activity performance.

## Skills & Personal Traits

- Excellent networking and interpersonal skills.
- Creative communicator and writing skills.
- Excellent speaking, grammar, editing and research skills.
- Public speaking skills, a plus.
- Promotion and marketing skills.
- Ability to maintain the "voice" and reputation of an organization.
- Works well independently and proactively as part of a team.
- Ability to adhere to deadlines.
- Interest in nonprofit sector and advocating for children helping raise awareness of child abuse, maltreatment, and bullying of all forms.

## Qualifications/ Requirements

- Media relations education, degree, and experience.
- Marketing, promotional, public relations experience.
- Adept at writing and distributing press releases.
- Understanding of unique needs of marketing a nonprofit.
- Micro influencer with existing press contacts & large social media network is an asset.

## Term/Commitment

This role requires a minimum 3-month commitment for an average of 2-4 hours per week, which will be completed virtually in Media Relations Assistant Volunteer's own office or home. Position commitment is subject to renew and extension by agreement from both parties.

## Requirements

Please send completed [application](#), along with three reference letters and a copy of resume or CV.

**PLEASE NOTE:** If for some reason, your position requires you to be in direct contact with minor children, a personal background check will be required. No exceptions.

## Benefits and Recognition

This virtual position provides valuable experience for media relations, communications, marketing and nonprofit management students. Also suited to individuals with an interest in gaining experience in the nonprofit sector or in the aforementioned fields, and anyone dedicated to the positive physical, emotional, and intellectual development of children and youth in the United States.

Our volunteers are highly valued members of the American SPCC team and contribute to making a significant difference in the successful execution of American SPCC's vision and mission, our advocacy, awareness, and education initiatives, and helping promote social change to end abuse. American SPCC will provide milestone acknowledgements and reference letters for all volunteers who successfully complete their volunteer placement.

## About American SPCC

American Society for the Positive Care of Children was founded in 2011 as a 501(c)(3) nonprofit charitable organization from the strong desire of one caring individual to make a difference in the lives of abused children in America.



We believe that childhood should be fun for kids. A time to learn, be nurtured, and loved. Childhood shouldn't hurt, but the harsh reality is that for many American kids, childhood not only hurts, but is often fatal. Millions of American children experience devastating childhoods, with long-term debilitating effects. In America, children are being abused and dying every day. Child abuse, neglect, exploitation, and bullying are at epidemic levels in the United States.

Every day at American SPCC, we ask the question, what can we do to have a positive impact on the lives of children today, tomorrow, and in the future?

American SPCC is devoted to promoting social change to end abuse, leading to a safer, healthier, and happier world for children. Through our advocacy, awareness, positive parenting, anti-bullying, and social media campaigns, we advocate for American children and raise public awareness to help end child abuse in all forms. Together with our community of supporters, we give a voice to the 'voiceless' — the abused, neglected, bullied, and marginalized children of America.

There's NO excuse for child abuse! If you believe children don't deserve to be abused or bullied, join us, as we fight against the epidemic of child maltreatment, and bullying in America. Apply today!

**Social Impact • End Child Abuse • Improve Children's Lives!**

[Apply Now](#)

email: [volunteer@americanspcc.org](mailto:volunteer@americanspcc.org)