

Public Relations Assistant - Volunteer Position

Description

The Public Relations Assistant is an unpaid virtual volunteer position. This role will assist in establishing and executing public relation plans to maintain goodwill and understanding between American SPCC and its public. He/she will communicate key messages, often using third party endorsements, to spread the word of the organization's mission, campaigns, projects, and news.

This role directly contributes to American SPCC's vision and mission to promote social impact to end abuse and improve children's lives, via the organization's advocacy, awareness, and education initiatives. Predetermined issues promoted by American SPCC include, 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 public relations strategies.
- Monitor publicity and conduct research to find the concerns and expectations of the organization's defined target market and communicate findings back to the organization.
- Devise and coordinate media and publicity opportunities for photography or video.
- Liaise with media, individuals, companies, & other organizations via various media channels.
- Research, write and distribute press releases to targeted media.
- Collate and analyze media coverage, and source sponsorship opportunities.
- Foster community relations.

Skills & Personal Traits

- Excellent interpersonal skills and creative communicator.
- Excellent speaking, grammar, creative writing, and editing skills.
- Research, problem solving, and organizational skills.
- Public speaking skills, a plus.
- Ability to maintain the "voice" and enhance the reputation of our organization.
- Interest in nonprofit sector & advocating for children to raise awareness of abuse & bullying.
- Works well independently and proactively as part of a team, & ability to adhere to deadlines.

Qualifications/ Requirements

- Public relations, media relations, communications, or marketing education.
- Professional experience in public relations or related fields.
- Micro influencer and large social media network is an asset

Term/Commitment

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

Application

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 public 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