

Director of Public Relations & Special Events

Our Lady of Victory Institutions

POSITION SUMMARY:

Working both independently and collaboratively, the Director of Public Relations & Special Events develops, implements and manages all facets of a comprehensive PR and events program for three organizations (OLV Homes of Charity – Baker Victory Services – OLV National Shrine & Basilica) under the Our Lady of Victory Institutions umbrella. The Director is responsible to serve as a strategic advisor to the leadership of the organizations in all areas related to protecting the reputation and brand, promoting the mission, and effectively managing the PR, marketing, advertising and event initiatives.

ESSENTIAL DUTIES:

In collaboration with the leadership of the organizations, develops and executes strategic communication plans to advance internal and external PR goals and objectives.

Serves as the Department Head and supervises staff members within the PR/Special Events office, including but not limited to, the Director of Publications & Design, the Special Events Coordinator and the Web/Social Media Coordinator.

Manages all media relations, including serving as first point of contact for media outlets and as a spokesperson as needed.

Generates and/or edits internal and external messaging for all organizational print and electronic communication pieces while overseeing all design elements.

Develops all presentation materials, including but not limited to speech copy, videos and Power Point.

Develops and oversees the organizational web and social media presence.

Oversees all aspects of the organization's annual and commemorative special events, including but not limited to, Baker Victory Nite, Father Baker Day, the Feast Day of Our Lady of Victory and the Friends of Father Baker Reception.

Develops and executes all PR, marketing and advertising initiatives to promote BVS programs.

Develops and executes all PR, marketing and advertising initiatives to promote OLV Basilica and the Father Baker Museum.

Serves as organizational representative for site tours and community presentations.

Oversees the organization and preservation of, as well as access to, the Institutions archives.

Coordinates support of community organizations and attends professional events as needed.

EDUCATION AND EXPERIENCE:

Required:

B.A./B.S. Communications or related degree from an accredited college or university.

Minimum 7-10 years public relations/marketing experience.

Preferred:

10-12 years public relations, marketing and special events experience with nonprofit human service or religious organization.

Current APR accreditation

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

Strong writing, organization, interpersonal and public speaking skills.

Demonstrated media relations and crisis communications experience.

Proven success in coordinating special events.

Experience supervising staff and volunteers.

Proficiency with Microsoft Office Suite and Social Media platforms.

Valid New York State Drivers License and vehicle for travel in Western New York.

Ability to work flexible hours, including nights and weekends as necessitated by job.

COMPENSATION:

Commensurate with qualifications and experience.

TO APPLY:

Send cover letter and resume by January 18, 2012, to Personnel Coordinator, OLV Homes of Charity, 780 Ridge Road, Lackawanna, NY 14218 (electronic submissions will not be accepted).