**MEDIA & PR MANAGER**



The **Media & PR Manager** is responsible for all communication, marketing and promotional initiatives for Oakcliff Sailing as well as some fundraising and sponsorship support.

His / Her responsibilities include the daily promotion, enhancement and management of Oakcliff’s outstanding reputation and continued growth. He / she must ensure that the public views Oakcliff in a favorable way and as a benefit to the local community and the world of sailing. He / she will be held accountable for achieving specific media results in broadcast, print and digital outlets to gain brand awareness as well as reaching donor support levels each year.

Day-to-day responsibilities include:

* Managing a long-term Communications Cadence Calendar for distribution of content across Oakcliff’s Paid, Editorial, Social, and Owned channels.
* Website maintenance
* Writing the weekly newsletter
* Photograpy, videography, drone piloting, and post production editing.

Additional responsibilities include the creation and delivery of a communication plan with key messages and well-written emails, direct mail, brochures, newsletters, and social media campaigns.

**RESPONSIBILITIES EXPANDED**

Support the Executive Director in meetings with donors and supporters as well as important media representatives on a regular basis to educate and enlighten them about Oakcliff’s mission and vision to build an award-winning high-performance training center with a 360’ rigorous sailing curriculum.

Develop branding initiatives, internal communications and external media relations while proactively identifying national and international promotional opportunities and story angles that meet editorial calendars and potential corporate sponsorship *on a daily basis*.

Create and execute an annual PR campaign including strategies, tactics and budgets and visual and written assets to help implement the campaign.

Support the Executive Director in creating detailed media and corporate sponsorship marketing decks to lure in sponsors and donors as well as brands looking to benefit from a strategic partnership with Oakcliff.

**REQUIRED SKILLS**

The Media & PR Manager Relations will support the partner acquisition process by calling, scheduling a meeting and convincing an appropriate brand to partner with Oakcliff at all financial levels of support.

As a community liaison, the Media & PR Manager will build marketing campaigns with local business owners in Oyster Bay with the ability to prospect, negotiate and close agreements on their own.

She / he must be able to proactively deliver technically accurate race results to specific online and print sailing media while monitoring media feedback in a timely fashion.

He / she must be able to address questions, complaints, and other issues that are raised. They must be able to maintain a calm disposition no matter what the challenge.

Their skillset should include the creation and orchestration of special fundraising events including the development of specific plans and budgets.

He / she will ensure that all speaking and presentation opportunities for staff are fully vetted and will be responsible for scheduling appearances, preparing talking points, notes and presentations.

The candidate should be an excellent writer and have photography and Photoshop skills for presentations. Oakcliff is a high-energy, fluid work environment and candidates should be able to adjust to rapidly changing priorities and opportunities. Video and editing skills are a bonus, and there will be opportunities to further develop those skillsets. They should also be able to work in an email program like Constant Contact or Mail Chimp and have the talent and skills to post on all social media platforms.

Direct all inquires to: race@oakcliffsailing.org