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| Job title | <i>Manager, Public Affairs and Media Relations</i> |
| Reports to | <i>Senior Vice President, Public Affairs</i> |

Job purpose

The Manager, Public Affairs and Media Relations supports the development and implementation of external communication plans in a multi-stakeholder environment connected to the Association’s priority issues and initiatives. The role is equal parts offense and defense and includes front-line support for crisis communication efforts by the Association. The position is responsible for the organization’s daily interaction with the news media and monitoring and analysis of daily media coverage. As such, the Manager, Public Affairs and Media Relations takes personal ownership and accountability for cultivating and nurturing relationships with the press corps. In addition, the role requires a highly collaborative, forward thinker that stays apprised of emerging risks, with an ability to see around corners to help defend and strengthen the organization’s public reputation. The ability to provide rapid responses to deadline-driven media inquiries while maintaining attention to detail is critical.

This role requires excellent writing skills and will support the production and upkeep of content (message development, press releases, talking points, FAQs, fact sheets, blogs, etc.) and the management of the Association’s public-facing website. The Manager, Public Affairs and Media Relations will be a hands-on team member who values people, culture, collaboration and the ability to blend different perspectives, disciplines, and approaches to solving complex challenges.

Duties and responsibilities

- Coordinate with Senior Vice President, Public Affairs to develop and implement communication plans to achieve the Association’s strategic communications objectives including in the areas of tire materials, the recycling and management of end-of-life tires, tire safety and performance, and environmental sustainability.
- Manage the organization’s daily interaction with the news media and monitoring and analysis of daily media coverage. Take personal ownership and accountability for cultivating and nurturing relationships with the press corps.
- Provide rapid responses to deadline-driven media inquiries while maintaining attention to detail. Ability to adjust to shifting priorities and demands.
- Develop varied and integrated communications products including external messages, media outreach materials (press releases, FAQs, fact sheets, blogs, customized responses to media inquiries), and website and social media content.
- Manage the content of the USTMA web site and liaise with USTMA senior team to ensure web site content is current and accurately reflects USTMA’s positions and issues.
- Manage and work with contract vendors to support Association goals (including web site contractor and USTMA’s public relations firm)

Qualifications

- Minimum 4 years' experience in communications, public affairs or a media relations and/or press secretary role; crisis communications experience

- Strong writing and editing skills; ability to conceptualize, develop and create communication and advocacy materials
- A highly collaborative strategist and forward thinker that stays apprised of emerging risks, with an ability to see around corners to help defend and strengthen an organization's public reputation.
- Strong organizational skills to manage multiple projects within a multi-faceted communications program
- Ability to work with and manage outside vendor relationships
- Experience with developing and editing website content
- Expertise in using basic MS Office programs, Drupal and/or WordPress

Working conditions

The position requires occasional travel in the United States, although travel to Canada could be required as issues arise.

All applicants must have the ability and appropriate technology set-up to work from home. This position is local. We work a hybrid schedule. All employees expected to report to USTMA's office on Tuesday and Wednesday, and other days as occasionally needed.

To apply:

- Submit cover letter and resume through careers@ustires.org.

USTMA is an equal opportunity employer. Candidates of diverse backgrounds and experience are encouraged to apply.

Our culture is grounded in the values of collaboration, trust, passion and respect. We hire and thrive living these values, and so will the successful candidate.

USTMA is committed to protecting its employees and their families from COVID-19. To that end, USTMA requires all employees to provide proof of full vaccination against COVID-19, including all recommended boosters, with reasonable accommodations to any employee who cannot comply with this policy for a legally protected reason. USTMA employees must follow all applicable government, building and USTMA policies regarding COVID-19 mitigation, such as masking, distancing and quarantine.