



Title: Public Relations Coordinator

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Work Location: Providence, Rhode Island ,

Description

The PACE Organization of Rhode Island provides Community-Based Healthcare and Support Services in order to ensure the needs of our participants are fully met through a plan that is specific to each and every person.

Mission: To preserve and sustain the independence of older adults who have significant health needs and wish to remain in the community.

The Public Relations Coordinator will be responsible for increasing brand awareness by sharing the PACE mission, values, and participant stories via the network of publications and websites popular with our target audience (caregivers, health care partners, donors, older adults).

Responsibilities and Duties

- Cultivate relationships w/publications across health care, public policy, & human-interest industries
- Leverage relationships to obtain editorial coverage in publications
- Research magazines, newsletters, and websites that match product and industry focuses and present them as potential target publications
- Regularly publish press releases to targeted groups based on publications' industry and interest
- Collaborate with Marketing team for quarterly newsletter copy
- Work with the Marketing & Development Manager to share strong family and participant stories for use in donor outreach materials
- Coordinate public facing events and external presentations

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- Collaborate with NPA to share press releases, successes, and content pieces
 - Provide support at PACE events by assisting with media relations, event details as needed
 - Prepare monthly reporting on PACE content placed in relevant publications
 - Additional responsibilities as required

Required Skills

- Strong writing background for both health care & non-health care audiences; writing samples required
- Exceptional grammar, spelling, and proofreading skills
- Solid computer and Internet/web-based communication background
- Excellent presentation skills and ability to understand and explain PACE model of care.
- Exceptional problem solving, attention to detail, and critical thinking skills
- Strong organizational and time management skills
- Ability to communicate professionally and effectively
- Fluency in Spanish or Portuguese preferred
- At least two years of experience in a communications or public relations position preferred
- Strong team player
- Demonstrated web-based research skills
- Statewide travel required
- Ability to work evenings and weekends as needed

Benefits

PACE offers a full benefits package which includes Medical, Dental, Vision, Life, AD&D Insurance, Voluntary Life, Flexible Spending Account options, 10 Paid Holidays, and Paid Time Off (including your birthday).

Salary 45,000

Comments

PACE is dedicated to the values of equal employment opportunity and strives to develop and cultivate a diverse and knowledgeable workforce dedicated to its Mission to preserve and sustain the independence of older adults who have significant health needs and wish to remain in the community.

Kind: Full Time

Level: Staff Position

Apply

Interested applicants should send cover letter and resume via email to Elena Marchand at

emarchand@pace-ri.org

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