



Position title: Marketing and Public Relations Manager

Reports To: Director of Marketing & Communications

Location: Primary office in Norristown, Pennsylvania with occasional weekends and overnight travel throughout Pennsylvania due to event participation. The ability to work remotely or via one of our other statewide offices (Pittsburgh, State College) is also possible.

Position Summary:

Special Olympics Pennsylvania (SOPA) seeks an enthusiastic, creative and hardworking Marketing and Public Relations Manager to assist in the planning and execution of its annual marketing and communications plan. The Marketing & Public Relations Manager will help lead the development of strategies for PR, advertising, and digital marketing to establish and expand brand recognition throughout the region.

Essential Job Functions:

- Develop, maintain and enhance strong relationships with members of the media throughout the Commonwealth of Pennsylvania in the regions that SOPA serves.
- Utilize SOPA's media calendar to develop and pitch stories to media outlets. Write and disseminate press releases and media advisories for newsworthy events; Work with staff to identify and vet appropriate spokespersons for stories.
- Identify opportunities to promote and publicize regional initiatives, programs and events; and leverage organizational milestones.
- Create unique content, post and manage engagement for all of SOPA's social media channels, especially during major competition and fundraising events. Ensure that voice and content is consistent across all platforms and place a heavy emphasis on the fun/exciting work Special Olympics does through our social media channels.
- Partner with the Visual/Digital Communications Manager to create strategic digital media plans to support brand objectives.
- Build and maintain relationships with internal and external colleagues to identify media opportunities and work jointly on campaigns.
- Manage adherence to organization branding standards and how it is reflected in all internal and external e-communications.
- Maintain accurate records regarding media impressions and advertisement placements, creating reports to help measure success.
- Provide support in the areas of development and communications at state and sectional competitions, which may include managing and guiding Opening Ceremonies presentations when necessary and coordinating efforts with Games Organizing Committees.
- Participate in SOPA's annual strategic planning process as it pertains to marketing and communications.
- Other duties as assigned by the Director of Marketing & Communications.

Education, Experience:

- Bachelor's or higher in marketing, communications, public relations or related field required.
- A minimum of three years' experience in PR, marketing, communications or related field.
- Proven media relations experience and demonstrated news coverage placements.
- Excellent communication skills, both written & verbal, including copy editing and proofreading.
- Project leadership skills and the ability to excel in a fluid, cross-functional and collaborative team environment.
- Ability to work independently and as a member of a team.
- Ability to communicate effectively with news media, constituents and other stakeholders, professional colleagues, vendors/consultants, and the general public.
- Creativity in identifying, initiating and securing media opportunities.
- Attention to detail, ability to prioritize, strong time management skills.
- Criminal history check and fingerprinting is required of all SOPA employees during the course of their employment. Your employment is conditional, pending the results of the background check.
- Must be fully vaccinated for COVID-19 (i.e., at least 2 weeks after last dose) and, if hired, present proof of vaccination by start date.

Application Instructions: Serious applicants will provide a cover letter, resume, salary requirement and writing samples to careers@specialolympicspa.org

No phone calls will be accepted. Resumes sent for positions other than this posting will not receive a response. Communications from recruiters will not be acknowledged.

Special Olympics Pennsylvania is proud to be an equal opportunity employer. We do not discriminate on the basis of race, color, religion, sex, gender identity or expression, national origin, political affiliation, sexual orientation, marital status, disability, neurodiversity, age, parental status, socio-economic background, military service, or any other characteristic or status protected by applicable law.

We strive to create a workplace that reflects the communities we serve and where everyone feels empowered to bring their full, authentic selves and can do their best work.

ORGANIZATION DESCRIPTION

Special Olympics Pennsylvania (SOPA) provides year-round training and competition in 21 Olympic-type sports to 13,000 children and adults with intellectual disabilities or closely related developmental disabilities. For 50 years, SOPA and its 54 local programs have used the power of sports to transform the lives of people with intellectual disabilities and unite everyone by fostering community and building a more acceptable and civil society. SOPA is much more than a sports organization. Through its Athlete Leadership Programs, athletes assume meaningful leadership roles, influence change within the Special Olympics movement and take on roles as Global Messengers (trained as public speakers for Special Olympics), athlete representatives, coaches, board members and more. SOPA also addresses major challenges facing its athletes including healthcare. The Healthy Athletes program offers athletes free health screenings in the form of eye, ear, dental and podiatry assessments.

Athletes are also taught how to live active lifestyles, eat healthy and more. Additionally, SOPA strives to create a unified world by promoting inclusion, uniting communities, and changing attitudes. Through Unified Sports, SOPA brings together individuals with and without intellectual disabilities as equal teammates in training and competition, which promotes respect and acceptance, and facilitates meaningful relationships between people of all abilities. For more information about how you can join "The Inclusion Revolution," visit www.specialolympicspa.org.