



Social Media and Public Relations Specialist

Do you enjoy making complicated topics accessible to a more general audience? Do you enjoy the idea of telling the relatable stories behind these complicated topics to connect with the public? Do you want the challenge of developing engaging messages and stories and exploring new outlets and strategies to share that message online? If you answered yes to any of these questions, The National Institute of Building Sciences (NIBS) is looking for a motivated social media and public relations professional who can help strategically manage the social media, PR and other communication channels for a small but highly respected organization within the building industry.

What you'll bring to the job:

- Previous experience with media pitching and working with the press.
- Excellent writing skills and strong attention to detail that require little to no editing.
- Demonstrated ability to portray complex concepts cleanly and simply.
- Demonstrated ability to manage corporate social media platforms.
- Robust project management skills and ability to manage against tight deadlines.
- Ability to work in a team environment.
- Self-starter who can comfortably handle some degree of ambiguity.
- Effective relationship builder.
- Proficient with Microsoft Office applications, including as Word, Excel, and PowerPoint.
- Familiarity with media monitoring, content marketing and digital marketing platforms, and CRM and CMS tools; Campaign Monitor; and a variety of online PR distribution, monitoring and measurement tools such as Cision's PR Newswire and PRweb.
- Bachelor's degree from an accredited institution in marketing, public relations, communications, journalism, English or related fields and at least two to three years of relevant agency or in-house experience in public relations or corporate communications or equivalent combination of both.

Responsibilities:

- Digital Media (33%)
 - Participate in the development and execution of NIBS comprehensive social media strategy
 - Implement and maintain dynamic daily presences on NIBS digital channels
 - Manage the NIBS brand and its presence in social media; seek opportunities to communicate and respond on behalf of NIBS; encourage member and user engagement in the sites; monitor social media alerts and conversations and manage response to inappropriate content posted by others.
 - Develop and publish a weekly e-newsletter for Trustees.

- Write promotional e-mails about NIBS research and events.
- Explore new digital outlets to tell the NIBS story
- Assist in launching, maintaining and analyzing the performance of the NIBS blog
- Traditional Media (33%)
 - Draft and issue communications materials including press releases, media pitches, talking points, media briefings, bylined articles, and blog posts.
 - Secure media coverage of NIBS research and NIBS experts.
 - Work with NIBS experts and leaders to develop talking points for interviews.
 - Identify new publications for coverage and cultivate new relationships with reporters and other media contacts.
 - Identify gaps in the news cycle where NIBS' unique point of view will be of value.
 - Builds and maintains a network of media contacts, regularly updating lists of media and opinion leaders.
 - Manage NIBS' online press room.
 - Serve as primary contact person for all incoming press calls and press outreach.
 - Monitor and track media coverage in print and web media outlets using media research channels.
- Event and Other Program Communications (33%)
 - Author scripts and talking points for all NIBS events.
 - Manage and coordinate logistics for communications at NIBS events, including the Annual Meeting, including setting up onsite or virtual press rooms, managing press receptions, and facilitating press registrations.
 - Promote NIBS education products.
 - Assist with copywriting as needed across NIBS.

Please respond with resume and cover letter to
maryellen@sosassociationsolutions.com. EOE/M/F/D/V