



Marketing & Public Relations Specialist

Job Description

Organization

Great Falls Rescue Mission (GFRM) is a Christian, non-profit organization that has been serving the homeless in North Central Montana through emergency services and long-term recovery programs since 1963. GFRM partners with a large number of volunteers and local churches to meet the spiritual needs of the people we serve. Great Falls Rescue Mission provides a complete continuum of care specifically tailored to the needs of homeless people, offering temporary shelter, intervention, substance abuse recovery, and life skills development.

Summary

The Marketing & Public Relations Specialist is responsible for telling Great Falls Rescue Mission's story—resident and volunteer stories via the news outlets, social media, newsletters, and the website. They are also responsible for growing, shaping, and maintaining Great Falls Rescue Mission's brand. The Marketing & Public Relations Specialist reports to the GFRM Development Director, who will provide basic training and orientation of the organization. Collaboration with the Executive Director, Operations Director, Development Director and Shelter Directors is crucial for efficiency and effectiveness.

Essential Duties & Responsibilities

- Develop relationships and collaborate with GFRM staff, board members, donors, key stakeholders, community members and partner agencies.
- Build relationships with news media contacts and maintain relationships with existing contacts.
- Manage media requests for a story or information in a timely and professional manner.
- Pitch story ideas and content to media. Facilitate and follow GFRM's media protocol when media is on site at one or more GFRM facilities.
- Organize, schedule and prepare (i.e. provide script) Executive Director for press interviews.
- Write press releases and send pertinent information to all local media outlets including, but limited to: KRTV, KFBB, The Electric, GF Tribune, Your Network of Praise, Cherry Creek Radio and Staradio.
- Ensure all communication is cohesive with GFRM's brand image.
- Adhere to the organization's mission.
- Maintain proficient knowledge of the organization's history and programs.
- Assist with the execution of the Development Department's strategy and goals.
- Work directly with Development Director and the entire Development Department Team.
- Invite prospective funders for a tour of our organization's facilities and coordinate those tours with the Development Director and/or Executive Director.
- Maintain electronic copies of all work created and maintain them in organized files.
- Collaborate with the Development Director to compile an annual report.
- Accurately complete job assignments, agency forms, and written documents within assigned deadlines.
- Conduct self in a safe manner and help maintain a safe working environment at all times.

- In collaboration with the Development Director, create graphics for social media, brochures and other PR materials utilizing CANVA and other programs.
- Manage all social media platforms for Great Falls Rescue Mission and respond to any comments and/or private messages as necessary.
- Manage and update Great Falls Rescue Mission's website (WordPress).

Qualifications

- Understand GFRM's Christian faith and Statement of Faith.
- Understand GFRM's theology and core values.
- Bachelor's degree in marketing, public relations, communications, or a related field.
- 2+ years of marketing and/or public relations experience.
- Graphic Design experience.
- Strong working knowledge of the various local media outlets.
- Proven ability to develop, implement and execute successful public relations campaigns/stories.
- Ability to maintain confidentiality.
- Teachable spirit and willingness to submit to leadership.

Skills

- Exceptional interpersonal and listening skills.
- Strong oral and written communication skills.
- Excellent organizational skills with an eye for detail.
- Demonstrate ability to prioritize tasks, effectively multi-task and manage time effectively.
- Self-motivated, exhibiting responsibility, maturity, integrity, and dependability.
- Committed to team participation. Must be effective in working with staff within the facility.
- Must be a self- initiator who can work under and meet deadlines.

Software & Equipment

- Proficient in Windows, Microsoft Office, CANVA, Adobe and other graphic design programs.
- Proficient with social media: Facebook, Instagram, Twitter, YouTube, etc.
- Proficient in WordPress.
- Must be familiar with basic office equipment, such as computers, copiers, printers, and scanners.

Applications can be picked up and are accepted with your resume at:

**Great Falls Rescue Mission
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Monday – Friday
8:30 am – 5:00pm
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