

***Open Position: Media Advocacy Specialist - Crime Prevention
US-Mexico Border***

The Institute of Public Strategies (IPS) is seeking a Media Advocacy Specialist for a project to reduce crime and violence along US-Mexico border in California. This position will support and facilitate the project media advocacy needs, design and implement media and public information. Represents IPS and the policy issues to media representatives and journalists (both local and national), the general public, government officials, and IPS program clients. Participates with project managers and staff in developing media strategies and carries out components of the plans. Project office is in Chula Vista, CA.

Key Responsibilities include, but are not limited to

- Under the direction of Program Director, works closely with Task Forces and staff to develop overall communications strategy and messaging;
- Create and implement media plans to further crime reduction and prevention goals;
- Create strategically and tactically positioned media designed and operated to mesh with ever-changing community conditions, participants, issues, etc;
- Research and write media cluster materials such as media advisories, journalistic news releases, opinion pieces, letters to the editor, talking points for spokespersons, and other materials as assigned, such as letters of correspondence, bulletins, case histories;
- Plan, facilitate and coordinate media events, including calling news media to pitch the story, working with program staff on framing the crime reduction issue, planning visual information boards, and keeping record of news media coverage;
- Establish and maintain relationships with traditional and nontraditional media outlets;
- Conduct media advocacy, spokesperson training, and other workshops;
- On a regular basis, monitor the news for media advocacy opportunities to further violence reduction goals.

Essential Behavioral Traits

- The successful candidate is a self-starter with high energy that they use efficiently and effectively. They can easily develop schedules and organize people and activities and can anticipate and adjust for problems and roadblocks as they arise as well as adapt and respond quickly to opportunities.

Job Qualifications and Experience

- Bachelor's degree in Communications, Journalism or related field AND/OR 10 years equivalent experience.
- Experience working with law enforcement and community organizations;
- Excellent writing, editing and communication skills;
- Excellent organizational skills, attention to detail and ability to complete tasks on time;
- Excellent interpersonal skills;
- Understanding of Environmental Prevention model and Media Advocacy;
- Able to work in a culturally sensitive and diverse manner;
- Ability to work independently and initiate projects and fresh, new ideas and approaches;
- Willingness to work periodic weekend and/or evenings and to travel.

Must have valid California Driver's License and own transportation.

No relocation assistance available.

This opportunity is defined as a full-time position within a two-year program effort with health coverage and other generous benefits.

See website: www.publicstrategies.org for descriptions of current and past projects.

To Apply:

Email cover letter, resume, and salary history to msposition@publicstrategies.org

In accordance with ADA guidelines, reasonable accommodations will be made for individuals with disabilities who are otherwise qualified and able to perform the functions of this position.

The Institute for Public Strategies is an Equal Opportunity Employer and is committed to fostering diversity within its staff.