

## *Communications Specialist*

**Location:** Part virtual office; Part Washington, DC OR San Diego, CA Office

**Reports To:** Director of Strategic Communications

**Status:** Full-time, exempt

Blue Star Families is on a mission to ensure that wherever American military families go, they can always feel connected, supported and empowered to thrive. We are looking for a **Communications Specialist** to create and implement active, consistent and meaningful communications on a daily basis through online and print communications; ensuring that our constituents are informed, engaged, and ready to support Blue Star Families.

### *A day in the life:*

- Guide and contribute to the development and implementation of strategic communication plans across all platforms
- Develop and execute press strategies in support of BSF initiatives across all channels
- Develop creative and compelling story ideas and pitch to appropriate target outlets
- Field incoming press inquiries and coordinate interviews and appearances for spokespeople across departments
- Prepare spokespeople with message points and background information
- Write organizational press releases/blogs and work with senior management on public statements/appearances
- Collaborate with team members to maintain BSF presence on multiple social media outlets
- Work closely with BSF senior management and with department directors in developing communications materials and presentations materials to insure the efficient branding of BSF
- Assist with crisis communication strategies and respond to sensitive issue inquiries as needed
- Work with departments to identify ways to use messaging to increase and retain membership

- Familiarity with social media and its role in public relations
- Track, monitor and evaluate PR strategies and media impressions
- Write communications materials, such as press releases, and speeches
- Participate in working groups to plan, coordinate and execute original communications products and publications related to special events and programs
- Develop content for information brochures, annual reports and collateral materials; review and edit drafts of correspondence, reports, and brochures for mass distribution; draft articles and reports on the status of major initiatives for distribution to members, prospects, the general public, volunteers and special interest groups

### *To land this job:*

- You have a Bachelor's degree in journalism, communications, public relations, or related field preferred
- You have a strong editorial eye, be media-savvy, and love to pitch
- You have excellent writing skills
- You have an ability to manage multiple tasks in a busy environment
- You have familiarity with technology, policy, military family press and reporters
- You have an understanding of web and digital strategies
- You have a minimum two years of progressively responsible experience in communications, marketing, and public and media relations
- You are proficient with a range of external and internal communications solutions: face-to-face; print and digital channels; media relations; and social media
- You are proficient with Microsoft Office
- You have exceptional professional communications skills, including writing and editing for diverse channels
- You have demonstrated skills in leadership, problem solving, listening, planning, and decision-making
- You have the ability to listen to, engage, and influence external audiences; synthesize and relate complex information; analyze communication problems and opportunities; and implement integrated marketing and communication strategies
- You have a high degree of accuracy, attention to detail, and organizational agility
- Travel is required to attend meetings, trainings, events, etc. Limited out-of-town and overnight travel is required

- You may be required to work nights, weekend, and holidays as necessary to carry out key job functions

### *The cherry on top:*

- Familiarity with membership-driven organizations
- Familiarity with the military community
- Experience with Customer Relationship Management (CRM) systems; familiarity with Salesforce a plus
- Working knowledge of email service providers (ESP) and targeted marketing campaign runs
- 2 years of nonprofit communications and management experience preferred

### *How to apply:*

Please prepare resume and cover letter telling us why you would be a good fit – apply at the following link - <https://recruiting.paylocity.com/recruiting/jobs/List/1900/Blue-Star-Families-Inc>