Officer of Public Relations

This position serves as the bridge between our services and our ability to connect with the community at large. This position is fundamental to guarantee that our resources are accessible to everyone who may benefit from them. They keep The Thriving Initiative's public and professional image up-to-date by managing the organization's LinkedIn page and website. For LinkedIn, this entails the creation of frequent posts– such as drafting graphics and captions. Website management includes layout and information maintenance.

External Responsibilities:
- Manage and create content for *The Thriving Initiative* <u>website</u> and <u>LinkedIn</u> page, with the fundamental objective to maintain a positive public image for *The Thriving Initiative.*
- Create and contribute to effective, inclusive, and accessible social media content.
- Design, produce, edit, and post Public Relations materials.
  - Keep our donors and the general public informed and up to date on our current programs, events, and milestones.
  - Compile and effectively display resources for survivors of interpersonal violence.
  - Stay up-to-date with current societal and political issues, and be prepared to respond publicly in an appropriate manner.
  - Occasionally engage with local/national media outlets and aligned organizations to promote community awareness.
- Host informational and tabling sessions, alongside the Marketing and Social Media Officer, for members of the community to learn more about *The Thriving Initiative*.

Internal Responsibilities:
- Lead the Public Relations and Marketing Committee, as well as all Public Relations and Marketing Committee meetings.
- Work with the Officer of Marketing and Social Media to ensure brand consistency.
- Advise the Thriving team on all matters of Public Relations.
- Provide creative ideas for new initiatives and effective ways to promote them.
- Assist in fundraising initiatives, including serving on the Special Funding Committee, supporting grant writing initiatives, and drafting quarterly updates to donors and community supporters.
- Attend and productively contribute to biweekly general team meetings.
- Attend at least 75% of biweekly team and committee meetings. In the case a scheduling conflict exists, an alternative plan may be arranged.

In sum:
- Maintain a high level of professionalism and represent *The Thriving Initiative* positively both within the organization, and outwardly, to the community.

Expectations:
We are looking for a passionate UCSB Undergraduate student who would like to be a part of the change they'd like to see in the community. We are looking for someone who is devoted to our mission to "inspire resilience in response to violence by promoting holistic community healing initiatives."

An ideal candidate should have:
- Ability to effectively advertise programming:
    - Graphic design capabilities; Canva, Word, Adobe, and Wix skills.
    - Advanced written skills; ability to to convey information in a concise and engaging manner.

- Initiative and strong creative intuition.
- A strong understanding of social media patterns and trends.
- Project management; organizational and planning skills.
- Ability to effectively collaborate and communicate with team members.
- A strong desire to help others and create an inclusive online space for the community.
- A strong passion for supporting survivors of interpersonal violence (sexual assault, stalking, dating and domestic violence).

Questions or looking for another way to get involved?
If you have any additional questions about our organization, the application process, or want to connect about the organization, please contact us at: apply@thethrivinginitiative.org.

For more information on The Thriving Initiative and our upcoming programs please visit our website at **https://www.thethrivinginitiative.org/** and follow us on social media (@thrivinginitiative)!
Apply at: https://forms.gle/sjQ1E23o217CBhU66