



## **Officer of Public Relations (Volunteer Position)**

This position serves as the connection between our services and our ability to connect with the community at large. This position is fundamental to making our resources accessible to everyone who may benefit from them. They create content, manage our website, and serve as the point person for the PR and Marketing team.

### *Responsibilities:*

- Create and contribute to effective and inclusive social media content and flyers.
- Provide creative ideas for new initiatives and ways to promote them.
- Advise the team on all matters of public relations and brand consistency
- Host informational sessions, alongside the marketing and outreach officer, for members of the community to learn more about *The Thriving Initiative*.
- Maintain a positive public image for *The Thriving Initiative*.
- Update and run [The Thriving Initiative](#) website.
- Compile and effectively display resources for survivors of interpersonal violence.
- Stay up-to-date with current issues and know when and how to appropriately respond to them.
- Serve as the point person for the PR and Marketing team.
- Work directly with the Vice President of Operations to coordinate professional development opportunities
- Attend and contribute to team meetings.

### *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:*

- Strong creative intuition and abilities.
- Excellent Canva, Word, Adobe and Wix skills.
- Graphic design capabilities.
- A strong understanding of social media patterns, and trends.
- Ability to effectively advertise programming.
- Advanced organizational, written, and communication skills and exceptional attention to detail.
- A strong desire to help others and create an inclusive online space for the community.
- Ability to effectively communicate and convey ideas through technology.
- Strong project management skills and initiative.
- Ability to effectively collaborate with others.



- A strong passion for supporting survivors of interpersonal 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](mailto: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/qNnDdSPBTYYOtmDR7>