



ENA Open Position

Position Title: Communications and PR Specialist

Department: Communications and PR

Reports to: Director, Communications and PR

Supervises: None

GENERAL SUMMARY

This position works closely with the director and key stakeholders to build the profile of the profession of emergency nursing and the association. This position will also ensure consistent communications for the association and support emergency nursing initiatives.

ESSENTIAL DUTIES AND RESPONSIBILITIES

1. Implements ENA's digital content strategy in an effort to organize and optimize content in areas that support ENA's strategic plan.
2. Writes press releases, articles for *ENA Connection* magazine, talking points and other communication materials, including, but not limited to web, email, and social media content, presentations, annual reports, and video scripts.
3. Works as part of an interdepartmental team to ensure consistent messaging, branding, and style between all forms of association communications.
4. Identifies potential media opportunities for the association, including selecting appropriate media outlets for key placements. Conducts environmental scanning for media opportunities.
5. Identifies and maintains relationships with media to pitch and place communications. Maintain media lists.
6. Executes social media content and advises on platform selection and messaging with guidance from the director.
7. Develops scripts based on key messaging for ENA officers and senior leaders. Contributes to the development of production concepts for general sessions.
8. Contributes to the workplace culture that is consistent with the association's culture statement and emphasizes the mission, vision and values of the organization.
9. Displays a high level of accountability, taking responsibility for individual actions and the impact on the organization. Views oneself as a reflection of the organization by following through on commitments and accepting ownership.
10. Contributes to the workplace culture that is consistent with the association's culture statement and emphasizes the mission, vision and values of the organization.

11. Displays a high level of accountability, taking responsibility for individual actions and the impact on the organization. Views oneself as a reflection of the organization by following through on commitments and accepting ownership.
12. Performs other duties as assigned.

QUALIFICATIONS

Required:

- Bachelor's Degree in communications, journalism, public relations, marketing or related field
- Minimum of 3 years of PR/communications experience; PR agency and journalism background a plus.
- Solid media relations experience and demonstrated news coverage placements
- Experience executing social media content for professional organizations.
- Excellent written and oral communication skills with ability to communicate concise, relevant and powerful messages

Desired:

- Previous Association experience
- Previous Healthcare experience

KNOWLEDGE, SKILLS, AND ABILITIES

- Excellent organizational and analytical skills, with ability to work well under pressure
- Excellent collaborative communication and interpersonal skills
- Team-oriented and ability to work independently
- Ability to take initiative and proactively address workload needs and opportunities
- Detail oriented
- Ability to independently manage production requirements and operational goals and projects. Includes ability to prioritize multiple and varied tasks within established deadlines
- Computer proficiency in Microsoft Office suite of products
- Adept at various social media platforms
- Ability to interface with staff and external relationships in a professional manner

PHYSICAL DEMANDS

Nature of work requires an ability to operate standard business office equipment. Requires ability to communicate verbally and in writing in an exchange of information; collect, compile and prepare work documents; set-up and maintain work files. Use of the computer, with repetitive motion, is approximately 85%.

WORKING CONDITIONS

This position requires occasional travel and may require availability for extended hours plus occasional non-traditional hours to perform job duties. Also requires participation and attendance at organization sponsored events and meetings.

This description is intended to indicate the kinds of tasks and levels of work difficulty that will be required of positions that will be given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of any supervisor to assign, direct and control the work of employees under his/her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.