March 11, 2020

Ecological Society of America

Public Affairs Office Job Opening: Public Information Manager

Supervisor: Director of Public Affairs

Job Location: Washington, DC

Closing Date: Open until filled although we expect to fill the position quickly

The Ecological Society of America seeks an experienced professional for the position of Public Information Manager (PIM) in the Office of Public Affairs. The public information manager develops and implements the publicity and media strategy for the Society and its five high-impact, scholarly journals and attracts press attention to the Society’s annual meeting.

The PIM is expected to leverage his/her own efforts—along with those of the ESA membership department, the ESA publication department, student interns, occasional freelancers, and external partners—to achieve maximum exposure for ESA through all available and appropriate channels. Promoting ESA scholarly journals and the Society are the top public priorities for the manager.

The manager must sustain productive relationships with members of the media, ESA members, authors, journal editors, and ESA staff to enhance ESA’s reputation as an innovative leader in the world of publishing. This position reports to the director of public affairs.

About ESA: Founded in 1915, it is the world’s largest community of professional ecologists and a trusted source of ecological knowledge, committed to advancing the understanding of life on Earth. The 9,000 member Society publishes five journals and a membership bulletin and broadly shares ecological information through policy, media outreach, and education initiatives. The Society’s annual meeting attracts 4,000 attendees and features the most recent advances in ecological science. The Public Affairs Office is a small but efficient and productive group that works well together and seeks an enthusiastic team member to be part of the fun and hardworking culture at the DC headquarters office.

Responsibilities:

- Writes press releases and tips sheets to promote ESA journals and the Society
- Manages all press relationships
- Responds to press inquiries promptly and thoroughly
- Coordinates with outside institutions that write press releases featuring ESA journal articles
- Maintains the media sections of our websites, including selecting and posting news items about ESA research and press releases from other institutions
- Oversees the reporting of earned media and other media coverage
- Sets measurable goals for publicity with the director of public affairs
- Collects data and reports on progress in meeting publicity goals
- Develops social media strategy and implementation, and conducts periodic analyses.
- Creates social media content for ESA’s main Twitter, Instagram, and Facebook accounts
- Collaborates with other ESA offices in managing social media accounts
- Provides guidance to ESA chapters on communications and messaging by hosting occasional webinars or workshops on science communication and communicating with the media
- Coordinates with others within ESA to capitalize on positive publicity – Society news press releases, Special Issues, Announcements
- Manages all aspects of the press room for the ESA annual meeting that attracts 4,000 ecologists who present recent research results
- Serve as editor in chief of ESA’s popular Ecotone blog
- Write and curate blog posts for Ecotone blog
- Supervises contractors and interns
- Other Public Affairs tasks as required

**Special Skills and Knowledge:**

- The position requires stellar communication skills, diplomacy, experience with working with the media, and a calm, nimble approach to a rapidly changing environment
- Ability to maintain confidentiality
- Science writing or knowledge of ecological science
- Excellent writing skills, reasoning skills, and attention to detail and strong grammatical accuracy (ESA uses AP style)
- Fluency with social media, as well as traditional and nontraditional print and digital channels
- Preferred experience working with the press and reporters
- Strong organizational skills and the ability to meet deadlines
- Willing to learn new skills and try novel approaches
- Ability to follow directions and work independently
- Successful candidates must be proficient in Microsoft Office
- Positive attitude in accomplishing tasks
- Travel: less than 10%; must be able to travel to the ESA Annual Meeting each August
- Enthusiasm for ecology or science is a plus as is a sense of humor!

**Education:**
Bachelor's Degree required

Related Work Experience:

At a Bachelor’s level: Must have at least 2-3 years of continuous experience in journalism, publicity, public affairs or science writing with a proven track record.

Masters or Ph.D level: Applicants with an advanced degree in a science-related field who have completed a fellowship or with significant writing experience will be considered if they have excellent writing and editing skills, are willing to learn skills needed for the job quickly, follow directions, and put in extra effort to get up to speed with working with media.

Applicants who do not meet these guidelines will not be considered.

Compensation:

ESA offers a casual work environment; salary range: $55,000-$60,000 (based on experience); 100 percent employer-paid health insurance for employee; vacation and sick leave; flexible - start daily start time from 7-10am; telecommuting option one day a week after six months; and, ESA contributes 10 percent of salary to a retirement account after working for six months.

Application:

Please Follow the Application Instructions Closely

Email a PDF of cover letter, two short writing samples and a CV or resume to Alison Mize, director of public affairs, at alison@esa.org.

Please put “PIM Application and your last name” in the email subject line.

Please use this naming convention for your application materials “Last Name-First Name” (Smith_Sue_PIM). You may also include your LinkedIn url and any social media handles or pages.

The position is open until filled, but we anticipate filling the job quickly.

ESA is an Equal Opportunity Employer and supports an inclusive workplace. Minorities, women, veterans and individuals with disabilities are encouraged to apply.