



Position Announcement

Prevention Campaign Specialist

Job Title: Prevention Campaign Specialist

Department: Resource Center Communications

Reports To: Communications Director

FLSA Status: Full Time, Exempt

Work Hours: Primarily Regular Business Hours

Location: Onsite: Harrisburg, PA

Travel Expectations: Occasional national travel required

Salary Range: 3 – Professional 1

Position Summary

The National Sexual Violence Resource Center (NSVRC) Prevention Campaign Specialist is primarily responsible for the collaborative development and timely implementation of the annual national Sexual Assault Awareness Month (SAAM) prevention campaign including educational resources for the general public, campaign implementation guidance for community-level organizations and advocates across the country, online engagement opportunities, social media outreach, and promotional products. We are working towards the goal of a fully bilingual campaign in English and Spanish, and this position plans and coordinates culturally relevant SAAM materials and activities for a diverse range of traditionally underserved communities. This requires ongoing communication, involvement, and coordination of a wide variety of external constituents and internal staff in planning, developing, and implementing various campaign goals, messages, and activities. Specific activities vary annually depending upon the theme, focus, strategy, and target audience. As a member of the Communications Team, this position plays a key role in NSVRC's overall online presence and promotion of resources including social media management, email marketing, and online content development (web pages, blogs, podcasts, videos, etc.); writing, editing, and designing materials; and media relations. This position works closely with various internal teams and work groups to develop partnerships and strategies to grow the reach and impact of NSVRC's efforts to prevent sexual harassment, assault, and abuse. The position requires occasional national travel, public speaking, and training skills. Candidates who identify as bicultural and bilingual in Spanish and English are encouraged to apply.

Essential Duties and Responsibilities

Public Education and Engagement in Prevention and Awareness Raising Campaigns

- Lead the development, implementation, and promotion of NSVRC campaigns to raise public awareness about sexual harassment, abuse, and response, and educate communities on how to play a role in prevention.
- Strategize campaign online presence, social media engagement, public relations, and marketing.
- Work closely with the Prevention Team to provide coordinated leadership for prevention initiatives and build partnerships to increase campaign impact and involvement.
- Oversee the development of educational and social norms marketing materials related to the annual campaign, coordinating to ensure that they meet accessibility guidelines and are available in online, multimedia, and bilingual formats.
- Brainstorm, plan, coordinate, implement, and evaluate public education and prevention activities including the annual Sexual Assault Awareness Month (SAAM) campaign in April. This includes annual themes, resources, activities, strategies, and products.
- Ensure that annual SAAM materials, products, and resources are available to community-based rape crisis centers, college campuses, departments of public health, state organizations, and other constituents well in advance of the campaign. Provide information and assistance to support individuals and communities in effectively implementing local SAAM events and activities.
- Carry out an evaluation plan, track SAAM activities, and collect feedback to inform future campaign planning, outreach, and activities.
- Coordinate cross-team staff involvement in SAAM activities and facilitate a working group to support campaign development.
- Work with the Communications Team at the Pennsylvania Coalition Against Rape to coordinate SAAM messages and joint projects within the state of Pennsylvania.

Campaign Marketing and Outreach

- Coordinate the content development of NSVRC's SAAM web resource pages (working closely with the Graphic Design Specialist to coordinate the design and creative elements of the campaign in coordination with the Communications Team).
- Develop social media campaign and toolkit for outreach on Facebook, Instagram, Twitter, LinkedIn and other platforms. Utilize email marketing and online ads to promote campaign materials.
- Oversee and implement NSVRC's national Visionary Voice Awards program.
- Work with the NSVRC Advisory Council, funders, and external partners to create materials informed by field expertise.

- Facilitate ongoing communication with constituents including anti-sexual assault advocates, public health representatives, and community-based organizations to inform and evaluate the campaign.
- Collaborate with representatives from a variety of ethnic and cultural backgrounds and those from traditionally underserved communities to create and support culturally relevant SAAM activities and resources.
- Attend and/or participate in national conferences, workshops, meetings, and focus groups.
- Make public presentations (including workshops and panel discussions as well as addressing the media) to promote campaign activities and messages.

General

- Participate as a member of the Communications Team to assist with messaging, public relations, marketing, and publication development. This includes developing, editing, and reviewing talking points, press releases, editorials, and articles.
- Manage NSVRC's Facebook page and assist with posting to Twitter, Instagram, LinkedIn, and other social media pages. Regularly gather analytics to understand and engage our online audience. Attend monthly social media check-in meetings to strategize participation in partner campaigns, events, and cultural observances.
- Coordinate and review NSVRC blog content to highlight NSVRC resources and timely topics and themes, including outreach to guest bloggers.
- Assist with developing and disseminating NSVRC e-newsletters and email marketing content. Utilize customer relationship management (CRM) software to optimize outreach and engagement of online audiences.
- Support the development and dissemination of website content in various formats (podcasts, video, e-learning, toolkits) that engages diverse audiences. Assist in the content management and maintenance of NSVRC web pages, ensuring that they meet accessibility standards.
- Partner across the organization to publish and promote NSVRC materials and services to a wide-range of audiences.
- Act as a resource to staff and constituents in their response to information requests from the public and the media.
- Assist in tracking NSVRC activities and reports to funders, Advisory Council, and Board.
- Participate in staff meetings, relevant workgroups, and trainings. Perform other duties as assigned.

Supervisory Responsibilities

This job has no supervisory responsibilities

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

Background in communications, marketing, public health, digital organizing, or social media management. Three years of related experience and/or training required; or equivalent combination of education and experience, such as but not limited to Associate's Degree, Bachelor's Degree, or other related certificates, continuing education, and experience. Experience with social media platform management (including Facebook, Twitter, Instagram, LinkedIn); customer relationship management (CRM) software; and website content management systems preferred. Knowledge of sexual assault direct service, prevention, or related social justice field is helpful. This position requires excellent writing, training, and public speaking skills. Candidates should thrive in a fast-paced, collaborative team, excel at multitasking, managing multiple projects and deadlines, and demonstrate attention to detail. Occasional travel may be required. Candidates who identify as bicultural and bilingual in Spanish and English are encouraged to apply.

Language Skills

Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.

Mathematical Skills

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Reasoning Ability

Ability to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Requirements

1. Ability to effectively manage multiple priorities and projects simultaneously and ability to meet strict deadlines. Ability to identify and respond to shifting priorities.

2. Must be a self-starter that can work within a team and fast-paced environment and handle a variety of tasks with multiple deadlines. Must be very detail-oriented and work with minimal supervision.
3. Excellent oral and written communication skills. Must possess excellent project management, organizational and negotiation skills. Excellent customer service skills.
4. Demonstrated sensitivity and ability to collaboratively work with individuals and groups from diverse populations and organizations. Ability to maintain cooperative and professional demeanor with rape crisis centers, coalitions, agency staff/board, council members, vendors, consultants, allied professionals and the general public. Must be able to foster positive working relationships with people and create an accessible environment.
5. Must have proficiency with the technology necessary for the functions of the position, including: Experience with social media platform management (including Facebook, Twitter, Instagram, LinkedIn); customer relationship management (CRM) software; and website content management systems desired.
6. Accept and abide by the mission and core values of PCAR.
7. Must complete a Pennsylvania rape crisis center sexual assault victim counselor training, within first year of employment.
8. Must possess a valid Pennsylvania driver's license, insurance, and reliable vehicle.

Certificates, Licenses, Registrations

None required.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is frequently required to stand, walk, sit, and talk and hear. The employee is occasionally required to use hands to finger, handle, or feel; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, and ability to adjust focus.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

Other Duties As Required

The statements contained herein describe the scope of the responsibility and essential functions of this position but should not be considered to be an all-inclusive listing of work requirements. Individuals may perform other duties as assigned including but not limited to work in other areas to cover absences or relief to equalize peak work periods or otherwise balance the workload.

To Apply

PCAR offers a competitive salary and benefits package. Qualified candidates are encouraged to apply online at www.pcar.org by **December 6, 2021**.

Who We Are

Founded in 1975, The mission of the Pennsylvania Coalition Against Rape is to work to eliminate all forms of sexual violence and to advocate for the rights and needs of victims of sexual assault. PCAR partners with a network of rape crisis programs to bring help, hope, and healing around issues of sexual violence to the Commonwealth of Pennsylvania. PCAR:

- Assures that communities have access to quality victim services and prevention education by providing funding, training, materials, and assistance to a network of rape crisis centers that serve all of Pennsylvania's 67 counties.
- Provides resources and training on sexual assault-related issues to professionals across PA.
- Promotes public policies that provide protections and services to victims of sexual violence, hold offenders accountable, enhances community safety, and works with media to increase public awareness, access to accurate information, and ethical reporting practices.
- Operates the National Sexual Violence Resource Center (NSVRC), which identifies, develops, and disseminates resources regarding all aspects of sexual violence prevention and intervention. NSVRC is the leading nonprofit in providing information and tools to prevent and respond to sexual violence. NSVRC translates research and trends into best practices that help individuals, communities and service providers achieve real and lasting change. NSVRC also works with the media to promote informed reporting.

Equal Employment Opportunity Commission

The Pennsylvania Coalition Against Rape and The National Sexual Violence Resource Center provide equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics.