



**ROCK**  
C H U R C H

**JOB DESCRIPTION**

Position: **PR Assistant**

Reports to: **Public Relations Manager**

Position Status: **Full Time, Non-Exempt,  
Contract (no benefits included)**

Department: **Marketing & Communications**

Effective: **July 2009**

Replaces: **All Previous**

Position Number: **RC-17-09**

Posting Date: **July 24, 2009**

1<sup>st</sup> Closing Date: **July 31, 2009**

**Position Summary:** The Public Relations Assistant is an entry level public relations position that works closely with the Public Relations Manager, as well as the MarCom Department. The PR assistant will work with the MarCom team to ensure completion of daily/weekly tasks as they relate to the overall tactics and goals of the MarCom Strategic Plan. The ideal candidate will have some college education, excellent phone demeanor, strong computer, writing, research, organization skills, be able to communicate clearly both internally and externally, and be willing to go above and beyond the call of duty in order to complete a project accurately and on time.

**Job Responsibilities and Duties:**

1. Conduct research; including but not limited to media research, current news events.
2. Maintain and create media lists and editorial calendars.
3. Greet media at events and maintain positive relationships with outside vendors and community representatives; serve as a representative of the Rock.
4. Engage Rock ministries to draw out relevant, Rock media worthy stories.
5. Oversee database management.
6. Write press pitches and media releases.
7. Write and edit documents as needed.
8. Maintain photo files.
9. Assemble and distribute press kits.
10. General administrative duties; including but not limited to faxing, filing, copying, phone calls.
11. Stay informed about current news issues, Rock Church activities and public affairs.
12. Maintain an inventory of informational materials that can be used in visits with media.

The above summary of duties represents the major tasks and duties. This is not intended to be an exhaustive list of all responsibilities. Therefore, the individual may perform other related tasks under the direction of the Public Relations Manager.

**Job Skills and Requirements:**

1. Pleasant personality (i.e., speaking to people on the phone, visitors and staff).
2. Strong organization, planning, and analytical skills
3. 3 or more years of online marketing and merchandising, working within a direct marketing company preferred
4. Knowledge of Google Analytics reporting tools is preferred
5. Must be well skilled in Microsoft Excel, with Microsoft Word and PowerPoint
6. Technical understanding of website structures and e-commerce modules preferred
7. Team player with ability to coordinate complex marketing efforts with multiple internal and external partners.
8. Ability to interact with community members and media in a professional manner.

9. Demonstrated ability to work well under short deadlines, manage multiple priorities, recognize and respond to urgent requests, and quickly adjust to changing priorities.
10. Must be self-motivated and able to take a task or project through completion.
11. Strong attention to detail and accuracy, including excellence in oral and written communications.
12. Ability to recognize and maintain confidentiality as appropriate.
13. Self-motivated and flexible with strong organizational skills.
14. Ability to work independently or in a team-oriented environment.

#### **Expectations of Full-Time Contract Staff:**

1. Christ-centered behavior at all times. i.e. treating people with dignity, respect, compassion and integrity.
2. For all grievances, follow Matthew 18 and Ephesians 4:15.
3. Proactive participation in the Governance system.
4. Successful completion of a background check.
5. Pleasant and professional personality and appearance.
6. Regular attendee of a Rock Weekend service.
7. Regular involvement in Rock Church activities, ministries and events.
8. Attendance at all mandatory meetings (and events, as needed).
9. A tithe of 10% to the Rock.
10. Signed acknowledgement of the Rock Church Statement of Faith.
11. Adheres to policies and procedures as stated in the Rock Church employee handbook.
12. Registered and active in the Rock A.R.M.Y.

#### **Physical Requirements**

Ability to function independently and ability to speak. Physically able to lift up to 25 lbs (with or without assistance). This position also may require long periods of standing up and walking.