



309 East 11th St., Suite 2 • Austin, Texas 78701 • 512.477.1155 • [www.citizen.org](http://www.citizen.org)

## **Position** **Press Officer – Public Citizen’s Texas Office**

**GENERAL DESCRIPTION OF POSITION:** The Press Officer will work with the Director and other staff in the Texas office to develop press strategies that will augment our organizing and policy work, will provide rapid response when events warrant it, and will execute day-to-day press strategy utilizing social and traditional media. The primary topics of most media work will pertain to global climate change, air quality, renewable energy, fossil fuels, nuclear waste, and ethics. Some work will be statewide, while other campaigns are focused on specific cities, counties or regions. A substantial focus will be on using traditional and social media to educate residents of the greater Houston area about air pollution and promote opportunities for people to take action in support of clear air solutions. This is a one year grant contingent position.

### **SPECIFIC RESPONSIBILITIES:**

1. Work with the Texas office team to develop media strategies including both traditional and social media to reach a larger audience and help us achieve our organizational and campaign goals.
2. Work with program staff to develop white papers and fact sheets for educating the public, elected officials and the media on issues prioritized by the Texas office.
3. In consultation with the Director and other staff, write press releases, op-eds, letters to the editor and blog posts to promote our positions.
4. Develop and maintain a list of media contacts in Texas.
5. Develop and maintain relationships with key reporters and work with them to get coverage of the issues we work on.
6. Organize and conduct press conferences and press webinars.
7. Keep the Texas office’s Facebook, Twitter and other social media accounts updated throughout each day, including original content and promoting our blog posts.
8. Provide live Twitter and Facebook coverage of key events.
9. Run paid Facebook and other media campaigns as directed.
10. Work with the Texas office member of the national office’s Online Team to promote petitions and other “action pages.”
11. Work with partner organizations to coordinate media outreach and facilitating proactive media planning and responsiveness.
12. Coordinate scheduling of blog posts by other staff members and edit blog posts by other staff members for readability, grammar and formatting.
13. Maintain analytics on media activities for reporting to funders.
14. Make updates to the Texas pages of Citizen.org
15. Other duties as assigned.

### **REQUIREMENTS:**

**Education:** College degree preferred. Degree in communications preferred.

**Knowledge:** How to capture earned media hits; how to utilize social media to engage the public and catch the attention of traditional media outlets; existing knowledge of the issues we work on is beneficial, but not required

**Work Experience:** At least two years media experience that includes both traditional (print and TV) and social media; nonprofit experience beneficial, but not required

**Skills:** Excellent written and oral communication skills, including editing skills; well organized; good computer skills (Word, PowerPoint, Publisher, Photoshop); good social media skills (particularly Facebook and Twitter); fluency in Spanish; graphic design and video skills helpful but not required.



309 East 11th St., Suite 2 • Austin, Texas 78701 • 512.477.1155 • [www.citizen.org](http://www.citizen.org)

**Capabilities:** Self-motivated; ability to: work well with a wide range of people in a fast-paced environment, work independently or as part of a coalition, work well under pressure on multiple projects at once, and to adapt to changing situations on a daily basis; desire to learn about and advance progressive causes. Occasional travel may be required.

**TO APPLY:**

Send a letter of interest, resume, two writing samples and samples of social media content to [kwhite@citizen.org](mailto:kwhite@citizen.org).

Public Citizen is an equal opportunity employer. People of color, women, LGBT candidates are encouraged to apply.

**About Public Citizen's Texas Office:**

Public Citizen is a national, nonprofit advocacy organization founded in 1971 to represent the public interest in Congress, the executive branch and the courts. We fight for openness and democratic accountability in government; for social and economic justice in globalization and trade policies; for clean, safe and sustainable energy; for strong health, safety and environmental protections; for safe, effective and affordable medicines and health care and for the right of consumers to seek redress in the courts. We have six divisions based in our Washington, D.C. offices and an office in Texas.

The mission of Public Citizen's Texas office is to empower citizens to be effective advocates for the environment and against corporate and governmental irresponsibility. Since 1984, the Texas state office has worked to combat global climate change, promote the use of clean renewable energy, reduce the use of coal, and get environmental policies enforced to reduce air and water pollution. We work with numerous partner groups, including other national nonprofits and local organizations. Public Citizen has achieved important victories in Texas on energy efficiency, renewable energy and air quality issues over the past 31 years. Among recent victories, we were involved in legislation that led to Texas' wind boom; we helped draft energy efficiency legislation that led to Texas being the first in the nation to have an efficiency portfolio standard; we helped pass Texas building energy codes in 2001 and we have developed programs to reduce toxic and diesel emissions.