National Law Enforcement Officials
Memorial Fund
Job Description

Position: Director of Media Relations

Reports to: Chief Public Engagement Officer

Direct Reports: None

Position Summary:

The Director of Media Relations manages the organization’s overall earned and paid media strategy for the National Law Enforcement Memorial and Museum and the many projects and programs of these entities through traditional and non-traditional media relations efforts.

The position works collaboratively with key organizational leadership, with particularly close coordination with the Executive Directors of the Museum and Memorial to broaden the reach and impact of the organization’s mission while overseeing key messaging in the media.

Primary Areas of Responsibility:

Public Relations

- Direct publicity campaigns for the Museum and Memorial including all Museum exhibitions, educational and public programs, special events, special projects, including national press, DC media outlets, museum and law enforcement trade press, and national and regional tourism and travel outreach.
- Write and secure placements for the organization’s press releases and media advisories.
- Proactively work to identify effective publicity opportunities in traditional and emerging media platforms.
- Research, develop, and present innovative publicity plans and compelling story ideas.
- Facilitate requests for interviews with leadership and staff, as well as film and photography site requests from media.
- Cultivate and maintain contacts with media while anticipating and identifying significant outlets/placement and relevant opportunities that can be leveraged to support the organization’s mission
- Work closely with key members of marketing team and ad agencies to ensure consistency with brand messages across all channels
- Interact with senior executives in the development of corporate communication strategies
- Collaborate with industry tourism and group sales partners to execute press tour visits and/or media availability sessions to generate coverage and engagement
• Coordinate Media summaries for the entities, including quarterly reports to the Memorial Fund’s Board of Directors.

Advertising

• Manage contracts with outlets that provide for coverage in exchange for marketing offerings.
• Develop earned/paid advertising campaign strategies for key Memorial and Museum programs and events such as Law Enforcement Appreciation sporting events, National Police Week, Memorial and Museum anniversaries, virtual community programs, and Run for the Badge.
• Manage media budget, including media buy, invoicing and scheduling to ensure maximum exposure for dollars spent.

Professional Sports Teams

• Manage outreach and relationships with professional sports teams to create win-win Law Enforcement Appreciation events.
• Maintain and revitalize existing NLEOMF relationships with teams
• Create new relationships in teams and leagues that NLEOMF has not established yet.
• Coordinate dates, flyers, and opportunities for programs that result in generating awareness for NLEOMF as well as fundraising.
• Other duties as assigned

Knowledge/Skills/Abilities:

• Qualified candidates should have a Bachelor’s degree in public relations, journalism, communications or related field; or commensurate work experience.
• Must have 10-15 years of PR experience, preferably in the Washington, DC, marketplace.
• Must have strong knowledge of Microsoft Office Suite with proficiency using editing/tracking tools in Word
• Knowledge of PR software (Meltwater and others) is a plus.
• Knowledge of CRM platforms is a plus.
• Most importantly, this job requires excellent oral and written communication and relationship building skills with an ability to plan ahead while juggling multiple fluid short and long-term priorities in a very fast-paced environment.

Preferred Qualifications:

• PR and Advertising Agency experience
• Understanding of the Washington, DC media and tourism industries
• Strong book of media contacts that can be leveraged to achieve good coverage described above

Essential Competencies (Knowledge, Skills and abilities needed for success in the position):

• Ability to work in a fast-paced environment
• Must possess superior verbal and written (writing and editing) communication skills to enable effective internal and external communication
• Simultaneously prioritize and manage multiple projects
• Excellent organizational skills with a heightened sense of attention to detail
• Strong interpersonal skills that allow for healthy internal and external relationships
• Be a great active listener

**Working Conditions:**

• Position is based remotely but will need to manage events and press on site at the National Law Enforcement Memorial and Museum in Washington, DC, and other locations as needed.
• Ability to attend evening and weekend obligations as needed
• Must be able to work a flexible schedule including weekends, evenings, and some holidays
• Increased workloads in May and October due to large events

**TO APPLY:**

Send cover letter and resume to mpetto@nleomf.org.