

**Media Relations Specialist  
Downtown Chancery  
1700 San Jacinto Street**

**Job Summary**

The Media Relations Specialist is responsible for maintaining and enhancing media perception and coverage of the Archdiocese of Galveston-Houston and its mission. Working in the Office of Communications, this position will ensure key messages of the Archdiocese are communicated to target audiences through a wide range of print, TV, radio and online media outlets. In collaboration with the Director of Communications, this position will help set a media relations strategy and manage media campaigns for the Archdiocese.

In addition, this position will assist with internal video productions and contribute as a reporter and proofreader for the *Texas Catholic Herald*, the diocesan publication.

This is a full-time position that reports to the Communications Director.

**Essential Duties and Responsibilities**

**Develops and implements a strategy to pitch identified stories and news to local and national media outlets.** Executes media relations strategies and tactics with goal of optimizing positive public exposure to Archdiocesan initiatives and experts

**Establishes and implements protocol for parishes, schools and departments to handle contact with media.**

**Responds to media queries** and arranges interviews with Archdiocesan representatives, coaching staff on interview tactics and providing timely and adequate background prior to scheduled interviews. Follows up with reporters as necessary; manages reporters during event coverage and other event support as needed.

**Builds up relationships with news media in the Greater Houston area.** Also nurtures relationships with press officers of relevant Archdiocesan parishes, agencies and stakeholder associations. Maintains a database/distribution list of media contacts for the Communications Department.

**Writes and edits** press releases, content for social media platforms and other genres as required. Secures all required internal and external approvals for media and communication materials.

**Supervisory Responsibilities**

This position has no supervisory responsibilities.

## **Education and Experience**

- Bachelor's degree in journalism, communications or related field from a four-year college or university, plus two or more years related experience and/or training; or equivalent combination of education and experience.
- Must be proficient in AP style and MS Suite. Thorough knowledge of media relations procedures (traditional print, TV, radio and online media) required.
- Demonstrated history of strong interviewing skills. Experience in crisis communications and knowledge of social networking sites preferred.
- Bilingual (English/Spanish, spoken and written) preferred.
- Experience as an organizational spokesperson, video production and in marketing preferred.
- History of managing multiple projects and meeting deadlines. Excellent media relations skills, established relationships and proven media results. Proven ability to work under limited supervision.

Suitable candidates should send a cover letter, resume, and minimum salary requirement\* to [resume@archgh.org](mailto:resume@archgh.org) with Media Relations Specialist in the subject field.

\*Applicants who do not submit minimum salary requirement may not be given consideration.