PUBLIC RELATIONS/MARKETING PROFESSIONAL

The Immigrant Story is a volunteer-led nonprofit organization based in Portland, Oregon. We chronicle stories of immigrants in order to document and archive their voices in a short, human interest story format. Our vision is to provide curated, customized and relevant content to enhance empathy and create a shared community.

The Immigrant Story is an innovative, national campaign that advances an ongoing dialogue and dispels myths about immigrants through strong, thoughtful, narratives.

The Immigrant Story is currently seeking a volunteer public relations/marketing professional who will help develop and execute strategic and tactical imperatives to create more recognition and support for our work.

A SUCCESSFUL APPLICANT WILL:

● Develop and execute short- and long-term communications strategy to broaden TIS outreach and brand recognition.

● Work with TIS leadership to identify target audiences and media to whom we can direct outreach efforts.

● Help prepare media pitches, engage influencers, book speaking engagements, and secure placements of articles in publications and blogs.

● Write and publish compelling press releases following AP Style rules and guidelines.

● Grow social media followers, drive engagement and site traffic.

● Have a record of success using earned-media to raise awareness for nonprofits.

● Have advanced proficiency with all major social media platforms.

● Have outstanding written and oral communication skills.

● Commit to provide up to 5 hours/week (20/month) assisting TIS.

● Media relations/influencer outreach experience strongly desired.

Job Type: Volunteer

TO APPLY:

Submit a brief letter of interest with your resume, along with your experience to sankar@theimmigrantstory.org.

Upon reviewing your qualifications, we will contact you for an interview.