



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.