



Public Relations Manager

Position Description

Cameron Can Foundation

Public Relations Chair

Reports to Director of Marketing & Communications

Organization

Founded in 2011, the mission of the Cameron Can Foundation is to provide a continuing legacy of care for families of children who need long term medical assistance. No child should be denied a bright future because of the need for ongoing medical care. When a child has a chronic medical condition the care needed to keep the child thriving can place a real financial strain on what is already a very difficult situation. For many families there is very little in the way of financial support when they fall into the “donut hole” where their income disqualifies them from receiving charity care from the Hospitals/Providers, Division of Specialized Care for Children, AllKids in Illinois, Medicaid and similar programs. Even though many of these families earn an above average income, they are forced to live paycheck to paycheck indefinitely. There are little, if any, funds left to save for emergencies, pay for out of pocket therapies or future life planning. Should a major medical emergency occur, it could financially devastate the family forcing them to choose between paying the mortgage and paying the hospitals, therapists and physicians.

It is the intention of the foundation to help at least two families per year through our annual Cameron Can Event. The number of families targeted will vary from year to year based upon the previous year’s fund raising, the individual family’s needs, and the current status of the foundation accounts.

For more information, please visit www.cameron-can.com

Position

Reporting to the Director of Marketing & Communications, the Public Relations Manager will be responsible for the development and implementation of Cameron Can’s public relations strategy, relative to the strategic direction and positioning of the organization and its leadership. This individual will be an ambassador for the organization and will need to build relationships with the media. The goal is to advance the organization’s position with relevant constituents, as well as to drive broader awareness and donor support for the organization.

Responsibilities

- Work with the Director of Marketing & Communications to develop a marketing and public relations strategy that will allow Cameron Can’s leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers



- Serve as a spokesperson and lead point person on media interactions that help promote and/or impact the organization
- Develop the Cameron Can Foundation boilerplate and talking points for all aspects of the Foundation's mission
- Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed
- Actively engage, cultivate and manage press relationships to generate awareness about Cameron Can and to ensure coverage surrounding its programs, special events, public announcements and other projects
- Liaise with the Board of Directors, Managers and staff to ensure that all substantive items are crafted into talking points
- As necessary, train the Board of Directors, Managers, staff, grant recipients and others on talking points
- Work closely with the Social Media Chair to ensure that all talking points are worked into social media, frequently and accurately
- Work closely with Interactive Manager to ensure press releases and other relevant PR material are posted on the Cameron Can website

Qualifications

- BA in journalism, communications or related field is required
- Excellent knowledge of and network within Chicago media outlets
- Minimum of 5 years experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature and other print publications and directories
- Demonstrated skill and comfort in proactively building relationships with top tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements
- Extensive successful externally focused writing and editing experience with a variety of print and online communications media
- Creative and thoughtful on how new media technologies can be utilized
- Innovative thinker, with a track record for translating strategic thinking into action plans and output
- Excellent judgment and creative problem solving skills, including negotiation and conflict resolution skills
- Self reliant, good problem solver and results oriented
- Ability to operate as an effective tactical as well as strategic thinker
- Ability to make decisions in a changing environment and anticipate future needs
- Excellent and persuasive communicator
- Exceptional written, oral, interpersonal and presentation skills and the ability to effectively interface with senior management, Cameron Can's Board of Directors and staff
- Passion for Cameron Can's mission



Time Commitment

- January-March: 10-20 hours per week
- April-December: 20 hours per month