STAFF OPENING

Title: Media Relations Specialist

Department: Public Communications

Reports to: Senior Director, Media Relations

SUMMARY
Provides media relations support in the Public Communications Department.

MAJOR DUTIES & RESPONSIBILITIES
• Fields and coordinates daily media requests, particularly data inquiries and requests for interviews.
• Serves as lead for media data inquiries, working closely with Research Department.
• Serves as main point of contact to coordinate and advance media relations on exchange-traded funds for ICI and with ICI member companies.
• Conducts daily morning media scan to identify relevant news for clips or further action.
• Condenses and effectively conveys messages to the media, both proactively and reactively.
• Continuously monitors industry media coverage for new contacts and trends with a focus on keeping media contact database updated.
• Cultivates and maintains relationships with trade press.
• Attends or monitors news conferences and hearings as appropriate to report on any ICI-related information to PC staff.
• Support media outreach and editorial efforts by writing new releases, blog entries, and talking points.
• Works with issue experts to develop media-friendly materials.
• Assists in implementing media relations strategies advancing Institute policy goals.
• Works constructively with other Institute departments in the furtherance of ICI policy objectives.
• Supports ICI’s presence in social and digital media.

REQUIREMENTS
• Familiarity with major financial services issues.
• Excellent oral and written communications skills, including facility in spelling and grammar.
• Excellent organizational skills.
• Ability to prioritize assignments.
• Ability to work congenially with press and collaboratively with media relations and other colleagues.
• Established and good working relationship with financial services media.
• Excellent knowledge of MS Word and Excel; database and MS Project experience useful.
• Experience in social media a plus.

EDUCATION & EXPERIENCE
• Bachelor’s degree and four or more years related experience, preferably in a communications, public relations or journalism environment, or an equivalent combination of related education and experience.
The above statements are intended to describe the general nature and level of work being performed by the individual(s) assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required. Management reserves the right to modify, add, or remove duties and to assign other duties as necessary.