

## **Associate, Public Relations**

As the Associate, Public Relations you will work closely with the event Vice Presidents and the Executive Vice President to develop Start Proud's Media strategy. Prior Public Relations or media experience would be helpful as we begin to develop our organizations media engagement strategy.

### **Core Responsibilities**

- Working with senior leaders in the organization to develop a media strategy to increase general awareness of Start Proud in Canadian media.
- You will be the initial point of contact for media and press inquiries about our events.
- Working with Vice Presidents to prepare press releases and talking points for major initiatives during the year.
- Monitor major Canadian publications for mentions of Start Proud or other issues and organizations of significance to the LGBTQ+ community.
- Serve as general advisor on media and press related inquiries by management.

### **Commitment**

- ~5 hours per week
- Mandatory attendance at quarterly management meetings
- Mandatory attendance at Start Proud events and initiatives throughout the year.

### **Reports to**

- Manager, Content Development
- Dotted line reporting to the Vice President, Marketing and Executive Vice President.