



## **Volunteer Position Description**

# **Public Relations (PR) Expert**

### **Volunteer Position Overview:**

The Public Relations (PR) expert is responsible for managing and maintaining a positive public image for New Birth. They craft communication strategies, develop media relationships, handle crisis communication, and ensure consistent messaging to build trust and credibility.

### **Core Responsibilities:**

- **Media Relations:**  
Building and maintaining relationships with journalists, editors, and media outlets to secure press coverage and manage narratives.
- **Crisis Communication:**  
Developing strategies to address negative press or public backlash while protecting the reputation of the organization or individual.
- **Press Releases and Content Creation:**  
Writing press releases, speeches, blog posts, and other materials to promote key messages and updates.
- **Brand Messaging:**  
Ensuring all communication align with the brand's voice, mission, and goals.
- **Event Coordination:**  
Organizing press conferences, public events, or media appearances to maximize positive exposure.
- **Monitoring Trends:**  
Staying informed about public opinion, industry trends, and competitor activity to adapt strategies accordingly.

## **Key Steps in Crisis Management:**

### **1. Preparation and Planning**

- Develop a **Crisis Management Plan (CMP)**: Include protocols, key contacts, and a step-by-step response strategy.
- Assemble a **Crisis Response Team**: Identify who will handle communications, decision-making, and logistics.
- Conduct **Risk Assessments**: Anticipate potential crises (e.g., legal issues, product failures, social media backlash).

### **2. Crisis Identification**

- Monitor public sentiment through social media, news, and customer feedback.
- Distinguish between real crises and minor issues to avoid overreacting.

### **3. Rapid Response**

- Act quickly but thoughtfully to control the narrative.
- Issue a holding statement if full details aren't yet available, e.g., "We are aware of the situation and are actively investigating."

### **4. Clear and Honest Communication**

- Be transparent about the issue and the steps being taken to resolve it.
- Avoid defensive or overly emotional language.
- Tailor messaging for different audiences (employees, customers, media).

### **5. Apology and Accountability**

- If your organization is at fault, offer a sincere apology.
- Take responsibility where appropriate and communicate what will change to prevent future issues.

### **6. Engaging Media and Stakeholders**

- Proactively communicate with the media to control misinformation.
- Keep stakeholders, including employees, informed to maintain internal trust and morale.

## **7. Post-Crisis Evaluation**

- Analyze what went right and wrong during the response.
- Update your crisis management plan to address gaps or missed opportunities.

### **Candidate Competencies:**

- A committed Christian who supports the mission, vision, and values of the church.
  - Servant-hearted with a collaborative spirit.
  - Strong interpersonal skills with a passion for building relationships.
  - Excellent communication skills and a proactive, results-oriented approach.
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## **PROFESSIONAL VOLUNTEER**

The engagement as a Volunteer is not considered employment and the Volunteer is not entitled to any compensation or other employment benefits.

Submit resume to: [PROVOLUNTEERS@NEWBIRTH.ORG](mailto:PROVOLUNTEERS@NEWBIRTH.ORG)

Those whose qualifications most closely align with our needs will be contacted to move forward in the selection process.

No phone calls will be accepted.