



We're Hiring!

Position: **Senior Media Associate**

Location: Remote

Salary: \$58-63,000/yr

Compassion & Choices is seeking a **Senior Media Associate** to advance our work to improve care, expand options and empower everyone to chart their end-of-life journey.

This position is primarily responsible for developing and executing a communications strategy for Compassion & Choices' advocacy & outreach campaigns in consultation with the Communications Director and senior staff. The Senior Media Associate has overall responsibility for managing and implementing the in-state earned media strategy, and providing leadership for and driving the development, planning, and coordination of state media work in partnership with our digital communications team.

This is a full-time, remotely-located, paid position reporting to the Communications Director. Compensation offered will be commensurate with experience.

We offer excellent benefits including employer-shared medical and dental insurance premiums, employer-paid short- and long-term disability, life and accidental death & dismemberment insurance, flexible spending account for medical and child care, commuter pre-tax benefit, eligibility to participate in 401K with generous 5% employer match and 100% vested at time of eligibility, 11 paid holidays, 17 PTO days first year, and floating holidays.

This position will primarily be responsible for:

- Working with the Communications Director, develops and implements integrated earned media plans for C&C's advocacy efforts
- Works to identify earned media opportunities that promote C&C priorities
- Proactively pitches stories to appropriate print, broadcast and electronic media outlets in assigned states
- Writes press releases, media advisories, testimony, talking points, blog posts and other materials
- Writes and seeks placement of op-eds and letters to the editor
- Builds press lists and manage press database of national, regional and state reporters
- Responds in a timely fashion to breaking news events
- Collaborates with volunteers, storytellers and staff to identify appropriate subject-matter experts and personal stories
- Writes materials for C&C newsletters, magazines, and other owned publications
- Ensures materials are timely and accurate, with a consistent tone and message.
- Oversees the development of paid media plans, as needed, and provides recommendations on the department's budgetary investments in state / advocacy campaign efforts

Preferred Qualifications (You will be a good fit):

Education and Experience:

- Bachelor's degree in Journalism, Communications, Marketing, Public Relations, Political Science, or related field is required — or an equivalency of related experience and/or education may be considered.
- Experience may include work on Capitol Hill, in a state legislative office, on a political campaign, in an issue advocacy organization, or in another position that involves developing written content, not limited to social media.
- A candidate with a strong writing background and knowledge of strategic communications with an interest in media relations may be considered.

Skills:

- Ability to write email, press documents, blogs, articles, ads, fliers, and other necessary materials that motivate new and existing supporters to engage in the end-of-life choice movement.
- Excellent oral and written communication
- Ability to work independently and as part of a team
- High level attention to detail; ability to meet all deadlines
- Computer Skills: Working knowledge of media monitoring software, Google suite, MS Office

How to Apply:

Email current resume and cover letter as one PDF document to Jobs@CompassionAndChoices.org. In the subject line of your email, indicate "Last_First Name, SMA 03-2021". In your cover letter, please (1) indicate how your personal philosophy aligns with our mission, (2) provide a brief summary of your directly related experience, and (3) provide your salary expectation (with a specific amount/range vs 'negotiable').

Questions about the position may be directed to Jobs@compassionandchoices.org.

About Compassion & Choices

Across the nation, Compassion & Choices works to create a society that affirms life and accepts the inevitability of death, embraces expanded options for compassionate dying, and empowers everyone to choose end-of-life care that reflects their values, priorities and beliefs. To make this vision a reality, we improve care, expand options and empower everyone to chart their end-of-life journey.

Compassion & Choices is committed to building a staff that reflects the diverse communities that make up our country. We are an Equal Opportunity Employer and recruit, hire, train, promote, and administer any and all personnel actions without regard to age, color, creed, disability, economic status, ethnic identity, gender identity, national origin race, religion, sex, sexual orientation, veterans status, or any other basis prohibited by applicable law.

Link to Job Description: <https://compassionandchoices.org/about-us/employment>