



## Job Description

**Job Title:** PR & Advertising Specialist

**Department:** Development & Communications

**Reports To:** Marketing & Communications Director

**Status:** Full-Time, Salary Exempt

**Location:** Austin, hybrid role

### Job Summary/Overview

The PR & Advertising Specialist's primary focus will be supporting Sustainable Food Center (SFC)'s mission through increasing brand awareness and expanding visibility statewide (Texas). The position will also contribute to increasing participation in SFC programs (such as food access initiatives, cooking classes and farmers markets), as well as support organizational fundraising. The role is comprised of two parts:

### Key Responsibilities

**PR** (securing and coordinating public relations and earned media relationships/opportunities)

- Create media contact lists and build relationships in multiple Texas media markets.
- Regular press release writing and story pitching, working with various internal teams to collaborate on content.
- Post SFC news updates to SFC website and share with the rest of the communications team for utilization on other SFC channels in correlation with distribution.
- Lead and grow SFC's influencer relationships in collaboration with the rest of the communications team.
- Coordinate and grow SFC PR community partnerships in collaboration with the community engagement team.

**Advertising** (developing and executing paid advertising campaigns)

- Ads content creation in collaboration with communications team and contractors.
- Conduct audience and market research to inform targeting and creative.
- Conduct A/B testing of ad copy, creative, and calls-to-action to optimize campaign performance.
- Media buying and placement in compliance with grant budgets and requirements.
- Monitor campaign performance and report on placement progress, KPIs, conversions and ROI.
- Present data and learnings to internal stakeholders.

### Required Qualifications

- Bachelor's degree in marketing, public relations, communications, journalism, or a related field (or equivalent professional experience).

- Minimum of 2–3 years of experience in public relations and/or advertising.
- Strong writing, editing and verbal communication skills for diverse audiences, including racially, ethnically and socioeconomically diverse communities.
- Strong attention to detail and commitment to accuracy.
- Excellent organizational and time-management skills.
- Ability to manage multiple priorities and meet deadlines.
- Collaborative mindset and strong interpersonal communication skills.
- Commitment to integrity, accountability, and stewardship of mission-based resources.

### **Preferred Qualifications**

- Existing Texas earned media relationships.
- Ability to provide examples of earned media coverage secured independently.
- Experience being on-camera interviewed.
- Proficiency in paid ad platforms (Meta Ads Manager, Google Ads).
- Experience working with sales representatives for outdoor and broadcast ad spends.
- Experience using design tools such as Canva.
- Comfortability with taking photos/video and doing minor photo/video editing.
- Knowledgeable in AP Style for newswriting.
- Bilingual in English/Spanish is a plus, but not required.

### **Core Competencies**

#### **Work Environment & Values**

The PR & Advertising Specialist is expected to uphold the organization’s commitment to equity, transparency, and responsible marketing & communications practices in support of our mission and community impact.

#### **Physical Demands & Work Environment**

This position is hybrid and standard work week is Monday - Friday. In-person requirements include Tuesday office days in Austin, TX and events/interviews as needed. Otherwise, the role is remote. The physical demands described here are representative of those required to successfully perform the essential functions of this position. Reasonable accommodations will be made to enable individuals with disabilities to perform these essential functions.

While performing the duties of this job, the employee is regularly required to:

- Remain in a stationary position for extended periods while working at a computer.
- Use hands and fingers to operate a computer keyboard, mouse, calculator, and other standard office equipment.
- Communicate effectively verbally and in writing, including participation in virtual and in-person meetings.

- Review, analyze, and prepare detailed marketing data using a computer and related software systems.

The employee must maintain a professional remote work environment with reliable internet access and the ability to participate in video conferencing as needed.

#### Disclaimer Statement

This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the position. Duties and responsibilities may change at any time with or without notice. The employee may be required to perform other related duties as assigned.

The salary range for this position is \$50,000-\$55,000.

#### **TO APPLY:**

*Please email your resume and cover letter to [scollica@sustainablefoodcenter.org](mailto:scollica@sustainablefoodcenter.org) with the subject title: PR & Advertising Specialist.*