



## Media Relations Specialist

**Type of Employment:** Full-Time, Exempt

**Supervisor:** Digital & PR Manager

The Salesmanship Club of Dallas is seeking a media relations specialist to oversee media relations across its organization, including its nonprofit Momentous Institute and its annual PGA TOUR event The AT&T Byron Nelson. Founded in 1920, Salesmanship Club of Dallas hosts the AT&T Byron Nelson, which benefits Momentous Institute. The tournament has raised over \$150 million for Momentous Institute since 1968. Each year, Momentous Institute directly serves 6,000 kids and family members through its nationally acclaimed Momentous School, innovative therapeutic services, and research and training. With an emphasis on innovation, collaboration and training, Salesmanship Club offers a truly dynamic work environment.

The media relations specialist is responsible for promoting the Salesmanship Club of Dallas, Momentous Institute and the AT&T Byron Nelson through positive relationships with local and national media outlets. The position will manage all media requests and identify media opportunities, as well as draft executive communication. This position is a member of the communications team and works closely with the team's content writer and digital coordinator, as well as internal stakeholders and vendors.

### **Specific Projects and Responsibilities:**

The job responsibilities for this position will include, but are not limited to:

- Develop, maintain and execute a media relations plan for all entities.
- Maintain relationships with subject matter experts and quickly offer media the proper company spokesperson for inquiries.
- Actively pitch to media throughout the year, preparing the necessary support press releases, pitches, messaging, and talking points.
- Lead creation of key messages for media.
- Write speeches for media-facing events.
- Support media event planning, interfacing with journalists and speakers, working in concert with others to execute logistics.
- Organize training for spokespeople annually.
- Compile and distributes regular media coverage reports among key stakeholders.
- Plan and execute all operational needs for media at the tournament, including credentialing, requests, media center preparation and media guide.
- Manage some communications to Board members, including weekly announcements, media recaps and other special projects.



HOSTS THE



WHICH BENEFITS



## **Requirements and Qualifications:**

**Education:** Bachelor's degree required, preferably in journalism, communications or public relations.

**Experience:** Two to three years of relevant experience in public relations and media relations; creative agency background preferred; nonprofit experience a plus.

### Required skills and attributes:

- Successful track record placing stories with sports, education, health and/or nonprofit media.
- Proven ability to develop, maintain and capitalize on relationships with representatives of key external outlets (print, digital, radio, television).
- Exceptional and engaging written and oral communications skills and the ability to effectively interact with executives, staff, media and other constituents.
- Demonstrated commitment to working as part of a team including the ability to develop collaborative relationships with a wide variety of stakeholders, both in-house and external agencies.
- Flexibility to deal with unanticipated projects that have tight turnaround times.
- Expertise in managing multiple, complex projects simultaneously in a highly matrix environment.

**Desired personal qualities:** integrity, initiative, energy, enthusiasm, flexibility, ability to receive feedback, and a sense of humor.

Please send letter of interest and resume to:

**Meagan Abendschein, Director of Communications, [mabendschein@salesmanshipclub.org](mailto:mabendschein@salesmanshipclub.org)**

Momentous Institute/ Salesmanship Club of Dallas maintains a policy of non-discrimination for all employees and applicants in every facet of the organization's operations. Momentous Institute/ Salesmanship Club of Dallas hires, trains, and promotes all qualified employees without discrimination on the basis of race, color, sex, religion, national origin, age, military status, disability, genetic information, gender identity, or sexual orientation.

**All employment offers are contingent upon successful completion of a criminal background investigation, including a check of the National Sex Offender Registry.**