



Responsible | Impactful | Sustainable | Ethical

Public Relations Officer

We are looking for an experienced Public Relations Officer to join our team. As Public Relations Officer, you will be responsible for organizing and overseeing PR activities and ensuring effective communication with RISE's constituents, media and the public. If you have the passion and the right background, and would like to join us in inspiring sustainable travel through education, we'd be happy to have you on board.

Responsibilities

- Develop media relations strategies and PR campaigns
- Seek opportunities for press coverage of the organization's programs and initiatives
- Address inquiries from the media
- Prepare press releases, media announcements, speeches and other PR copy
- Track media coverage and follow industry trends
- Edit and update our media kit and other promotional materials and publications
- Provide effective crisis management solutions in times of need
- Work closely with the Senior Manager of Communications and collaborate with internal teams (e.g. event, programs, marketing, etc.) on public relations efforts

Requirements

- BSc/BA in Public Relations, Journalism, Communications or a related field
- Proven experience as a Public Relations Officer or similar PR role
- Experience managing media relations (online, broadcast and print)
- Background in researching, writing and editing publications
- Ability to make media pitches
- Excellent written and verbal communication skills
- Creativity and problem-solving aptitude

Time Commitment

Public Relations Officer is expected to commit approximately 4 hours per week to developing PR strategies for RISE Travel Institute. This is an unpaid position. RISE Travel Institute is a 501(c)3 run entirely by volunteers who are dedicated to inspire young travelers to create positive social, economic and environmental impact on travel destinations. If you're interested in this role, please apply online using this form. Enquiries about other volunteer opportunities can be sent to info@risetravelinstitute.org