



## **Job Announcement**

**Job Title:** Media and Public Relations Senior Specialist

**Reports to:** Program Director

**Location:** Baltimore, MD

**Position Description:** The Global Virus Network (GVN) seeks a Media and Public Relations Senior Specialist to develop and implement the communication strategies to grow, shape, and maintain GVN's reputation and brand. Working with the President, Vice President and other staff members, Public Relations Senior Specialist work to provide information to multiple audiences via multiple medias about the Global Virus Network (GVN) and inform the public of the GVN's mission, policies, and practices in a positive, consistent, and creative manner through various media outlets.

### **ESSENTIAL FUNCTIONS:**

- Create public informational materials to target audiences for business unit communications, including multimedia content for use on the web and social media sites.
- Build relationships with new media contacts and maintain relationships with existing contacts
- Organize, schedule, and prepare key leaders for press interviews
- Manage production and distribution of public informational materials to a target audience, including the use of social- and multi-media.
- Researches, writes, edits, and summarizes tributes information materials to print, broadcast, and on-line media outlets.
- React to/and interact with media representatives to develop and maintain relationships, pitch GVN programs and activities, and respond to media inquiries.
- Maintains printed inventory, databases, and digital archives.
- Assist in development and implementation of media relation's daily operations strategies
- Identify client needs and communication strategies to develop project specifications.

- Define desired outcomes and deadlines. Ensure operational effectiveness within the media relations function to ensure projects specifications and defined outcomes are met.
- Performs other duties as assigned.

#### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- Education: Bachelor's degree in communications, journalism, public relations, marketing, or related field
- Experience: Five (5) years of related communications, marketing, media, public or client relations experience
- Excellent organization skills
- Demonstrated ability to prioritize tasks and manage time effectively
- Strong working knowledge of a variety of public relations programs
- Strong oral and written communication skills
- Proficient in Microsoft Office
- Proven ability to develop, implement, and execute successful public relations campaigns

#### **HOW TO APPLY:**

Please submit a cover letter, resume, and salary requirements to [careers@gvn.org](mailto:careers@gvn.org) with “Media and Public Relations Senior Specialist” in the subject heading. Applications will be reviewed on a rolling basis until position is filled.

#### ***About the Global Virus Network (GVN)***

The Global Virus Network (GVN) is essential and critical in the preparedness, defense and first research response to emerging, exiting and unidentified viruses that pose a clear and present threat to public health, working in close coordination with established national and international institutions. It is a coalition comprised of eminent human and animal virologists from 55 Centers of Excellence and 9 Affiliates in 32 countries worldwide, working collaboratively to train the next generation, advance knowledge about how to identify and diagnose pandemic viruses, mitigate and control how such viruses spread and make us sick, as well as develop drugs, vaccines and treatments to combat them. No single institution in the world has expertise in all viral areas other than the GVN, which brings together the finest medical virologists to leverage their individual expertise and coalesce global teams of specialists on the scientific challenges, issues and problems posed by pandemic viruses. The GVN is a non-profit 501(c)(3) organization. For more information, please visit [www.gvn.org](http://www.gvn.org). Follow us on Twitter @GlobalVirusNews