

Sexual and Reproductive Justice (SRJ) Hub Press Relations NTA

Scope of Work

The City University of New York's Graduate School of Public Health & Health Policy (CUNY SPH) seeks a non-teaching adjunct (NTA) to establish templates, contacts, and roles and responsibilities for press management and media relations for the Sexual and Reproductive Justice (SRJ) Hub, the center of the fight for reproductive justice and bodily autonomy in New York and beyond. Launched in 2023, the SRJ Hub coordinates solutions-oriented scholarship, training, and advocacy, centering the lived experiences of women of color and other marginalized people's work.

The SRJ Hub seeks a NTA to build out the Hub's media presence. This work includes developing a public relations (PR) strategy, developing a targeted database of media and advocacy contacts, creating the media voice for the SRJ Hub, crafting press release style, designing media campaigns, building out a social media presence for the SRJ Hub.

Responsibilities

- Build a comprehensive media strategy for the SRJ Hub
- Monitor news, social media, and political developments to identify opportunities to strengthen SRJ across the country and globally to inform the media strategy
- Develop a targeted database of media and advocacy contacts
- Develop templates for SRJ Hub press releases, op-eds, and letters to the editor.
- Handle press inquiries and liaise with press and advocacy contacts to promote the SRJ Hub's work and events
- Develop social media content for the Hub's LinkedIn and Instagram accounts
- Identify keep opportunities and events for SRJ Hub staff participation (panels, webinars, conferences, etc)

Deliverables

- Media strategy for SRJ Hub
- Social media campaign strategy
- Targeted database of media and advocacy contacts
- Templates

- Publications promoting the SRJ Hub’s activities and events

Qualifications

- Degree in a related field
- Minimum 5 years of professional working experience in public relations, public information, and/or media
- Experience in building out a media strategy and presence for a new project or organization
- Existing network of press contacts
- Demonstrated commitment to and understanding of sexual and reproductive justice and centering the lived experiences of women of color
- Superior written and verbal communication skills for a variety of audiences

Documents to be Provided in Application

- Resume
- Cover letter
- 2 writing samples including a press release and an op-ed

Hours and Compensation

- 15 hours per week
- Pay based on experience, \$47.42-59/hour

To apply: Please email application materials to mollie.braaten@sph.cuny.edu.