

## Better Food Foundation

### Public Relations Manager Job Description (Remote)

We are seeking a public relations professional with at least 3 years of relevant experience to develop and oversee our PR and media relations for multiple campaigns at the Better Food Foundation. This is a manager-level position with the possibility for advancement. Passion for our mission is a must. Reports to the Director of Strategy

### About Better Food Foundation

The Better Food Foundation's vision is a world where plant-based food is the norm, and we incubate novel strategies for bringing about that change. Our values center animals in creating a more just, compassionate, and sustainable food system. We are a highly collaborative team with emphasis on all voices. Our campaigns are fast-paced and adaptive. Professionals who take initiative, demonstrate creativity, and seek collaboration tend to thrive in our organizational culture. [Better Food Foundation](#) is part of a larger nonprofit collective that includes its sister organization [Farm Forward](#). The ability to collaborate across organizations and cultures on joint campaigns is highly valued, along with enthusiasm to continually learn about the interconnected issues impacting our food system, including racism, worker justice, animal exploitation, and ecology. We aim to be a diverse, equitable, and inclusive workplace. We strongly encourage people of systemically marginalized identities and life experiences who meet essential requirements and qualifications of this position to apply. We value skills acquired in nonconventional career paths. If you believe your professional history gives you the experience necessary to excel in this position, we encourage you to apply and tell us why.

### Qualifications

The ideal candidate will possess the following qualifications. We will consider candidates who are strong in some but not all of these qualifications if they bring a willingness to acquire new skills and work collaboratively to achieve our objectives:

- Mission-aligned values with demonstrated commitment
- 3+ years in the communications industry (or similar field, e.g. journalism) within the for-profit or nonprofit sectors
- Excellent written skills in both long form and short form
- Demonstrated success in activist campaign strategy
- Excellent communication skills when engaging with all stakeholders, including partner groups and allies of diverse races, cultures, and nationalities.
- Ability to quickly assess news value
- Ability to use spreadsheets and project management software to track projects
- Ability to determine insights from research and see trends
- Familiarity with Cision, Agility, MuckRack and other media database platforms
- Willingness to build and maintain media lists
- Ability to determine insights from research and see trends

- Team player attitude
- General knowledge of the following topics: food justice, veganism, sustainable food and agriculture, farmed animal welfare, plant-based food business, and related issues
- The following skills are a bonus, but not required:
  - Public speaking (e.g. conference presentations)
  - Video creation & video storytelling
  - Experience with non-traditional media, e.g. podcasts, social influencer platforms

## Roles and Responsibilities

- Draft and edit press releases, pitches, Op-eds and LTEs
- Distribute press releases, using software (like Agility PR Solutions) to send and track press releases and emails to journalists
- Pitch traditional and new media—identify opportunities for our spokespeople to be interviewed, speak publicly, and have their writing featured in appropriate outlets
- Build relationships with journalists and other media contacts that lead to increased coverage of our campaigns and work over time
- Track outcomes (pick-ups, successful pitches, media mentions, open-rates) over time in order to improve our PR strategy
- Create Press Kits for campaigns
- Provide strategic counsel on campaign newsworthiness
- Gather relevant content from team members to develop media strategies and materials
- Collaborate with marketing and campaign team members to share media coverage on social media and in newsletters
- Manage contractors, as appropriate

## Compensation

This is a full-time position. Salary is determined based on a transparent formula that takes into consideration cost of living, education, relevant experience, and the cost of healthcare (which is included as part of the salary, not an additional benefit). The salary range for the position is \$49,000 to \$60,000.

## How to Apply

Please send: 1) cover letter, 2) resume, and 3) attach or link to a portfolio of your work, to [careers@betterfoodfoundation.org](mailto:careers@betterfoodfoundation.org). Applications will be accepted on a rolling basis until the position is filled. Feel free to contact us with questions about the position or organization.

The Better Food Foundation is committed to diversity, equity, and inclusion and is an equal opportunity employer. In compliance with laws and in furtherance of our commitment to fostering an environment that embraces diversity, all qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, disability, age, or veteran status.