



BLOOD BANK OF ALASKA POSITION DESCRIPTION

Position Title:	Director of Public Relations
Department:	Public Relations
Reports To:	Chief Executive Officer
Pay Level:	
FLSA:	Exempt
Date Updated:	January 2012
Position(s) Supervised:	None

POSITION SUMMARY

The Director of Public Relations is responsible for overall planning, implementation and operation of the public relations functions in accordance with Blood Bank of Alaska policies, regulations of the State of Alaska, other accreditation and regulatory agencies such as AABB and FDA, and sound business practices. The Director of Public Relations is responsible for cultivating and maintaining positive media coverage for Blood Bank of Alaska. As part of the management team, the director will work with managers, Directors and Executive staff to define and execute the overall public relations strategy. The Director of Public Relations will be the key information source for all media contacts requesting data and insights, and will manage the development, implementation, and coordination of internal and external public relations strategies, with the goal of gaining recognition in the community, and promoting our services.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

1. The Director for PR Consults with Blood Bank of Alaska Directors in order to project the corporate message to both external and internal mediums.
2. The Director for PR will also act as the corporate spokesperson to the media and the general public at large.
3. The Director for PR must be able to develop and execute the PR strategy.
4. Coordinate the Blood Bank of Alaska’s Public Relation plan with regards to products, services, markets and donors. Responsible for designing advertisements and related graphic materials.
5. Work jointly with external organizations for proper recognition of corporate branding and logo usage.
6. Work with writers and project team to develop, solicit and place contributed articles, bylines, editorials in relevant media.
7. Arrange, facilitate and manage media briefings with key company spokespeople
8. Regularly interact with senior management and executives on matters concerning functional areas, divisions, and/or customers.
9. Draft press releases, public service announcements, articles for the media and handle all spokesperson related duties. Plan and implement the blood bank’s advertising and promotional activities in relation to donor recruitment.
10. Coordinate and administer, with direction from the CEO, the Blood Bank’s long range strategic planning activities in PR.
11. Draft and execute PR budget while tracking overall PR department budget expenses.
12. Promote expansion of donor base with monthly promotional and awareness campaigns.
13. Responsible for designing promotional campaigns for donor appreciation events.
14. Maintain library files on corporate logos, past projects, designs, displays, handouts and related items



available for future projects; maintain charts and graphs related to documents, surveys and reports useful for routine publication and work with internal departments to produce requested related material.

- 15. Exhibits support of BBA values, quality objectives, and customer service standards at all times.
- 16. Help maintain positive image of BBA throughout the community and State of Alaska while maintaining overall corporate image.

CUSTOMER INTERACTION/PROBLEM SOLVING

Must maintain a high standard for conscientious, courteous, and enthusiastic service to internal and external customers, and the public in general. Must make customer's needs a high priority in face-to-face or telephone contact. Must consistently deliver service in a timely, accurate, professional and friendly manner. Demonstrate a high level of problem-solving skills.

QUALIFICATION REQUIREMENTS

To perform this job successfully, each essential duty (as listed above) must be performed satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required.

SUPERVISORY KNOWLEDGE, SKILLS & ABILITIES (if applicable)

- 1. Ability to identify needed changes in procedures, practices, goals, direction or structure of the department. Ability to promote and implement these changes effectively in a timely manner.
- 2. Ability to ensure that department budgets are followed and objectives are met. Effectively monitor resources and progress.
- 3. Ability to work with others to achieve departmental and organization goals and objectives.
- 4. Ability to empower employees to utilize their abilities and talents effectively.
- 5. Ability to work effectively to improve the skills of employees by providing clear, specific and helpful performance feedback, and effective coaching and mentoring.
- 6. Ability to use status of one's position in an effective and appropriate way to enforce rules, to address performance problems, and to direct others in the performance of their job.
- 7. Demonstrate a positive attitude toward one's work and job.
- 8. Ability to act honestly and with integrity, showing respect for laws, the rights of others, and Blood Bank of Alaska mission.
- 9. Continuously work towards achieving Blood Bank of Alaska's mission and goals.
- 10. Ability to adapt to various situations, to work effectively with a variety of individuals and groups, to understand and appreciate different and opposing perspectives of an issue, and to adapt one's approach as the requirements of the organization/department change.
- 11. Ability to change within the organization or to change job requirements as needed.
- 12. Ability to motivate employees.
- 13. Retains subject matter expertise in field or profession.
- 14. Maintain clean driving record and liability insurance applicable to being an authorized driver with the Blood Bank of Alaska.

GENERAL KNOWLEDGE, SKILLS AND ABILITIES

- 1. Strong interpersonal and supervisory communication skills.
- 2. Ability to foster a working environment conducive to excellent customer service.
- 3. Good organizational skills.
- 4. Ability to problem solve, and to make quality decisions.
- 5. Knowledge of general safety and quality assurance procedures.
- 6. Good writing skills.



- 7. Ability to instruct and train on a continuous basis.
- 8. Ability to maintain confidentiality.
- 9. Strong computer skills.

EDUCATION

Bachelor's Degree (BA) in relevant field required; years of experience may be substituted on a year for year basis.

EXPERIENCE

Minimum five years of PR experience preferable.

CERTIFICATES, LICENSES, ETC.

Valid Driver's License

WORK ENVIRONMENT

Potential hazard due to exposure to blood or other potentially infectious materials. The Blood Bank of Alaska follows OSHA Bloodborne Pathogens Standards in the workplace.

The above is intended to describe the job functions, the general supplemental functions, and the essential requirements for the performance of this job. It is not to be construed as an exhaustive statement of all of the supplemental duties, responsibilities, or non-essential requirements.

Employee Print Name

Date

Employee Signature