

Full-time Public Relations Position Available Now

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A full-time, writing-intensive Public Relations Assistant position at Golisano Children's Hospital at Strong Hospital is now available (but is not yet posted on their web site) with a start date of 15 July.

Send a copy of your resume and writing samples to
[Heather Hare@URMC.Rochester.edu](mailto:Heather.Hare@URMC.Rochester.edu)

Below is the complete position description.

Under direction and with some latitude for exercise of independent judgment, writes news releases and assists in the writing of other types of informational and promotional materials for Golisano Children's Hospital fundraising activities. Assignments are received from a superior who remains available for consultation. Work is subject to review by inspection and editing. Responsibilities include most or all of the following, as well as other duties:

Promotes fundraising events and activities for Golisano Children's Hospital and assists in making events more appealing to media. Also finds creative angles for promoting annual and ongoing fundraising activities. (60 percent)

Assists Advancement in promoting large fundraisers, such as gala and Miracle Weekend, including assisting media at those large events. Also assists in writing speeches and choosing and promoting Miracle Kids, an annual group of patients who have overcome particularly difficult medical hurdles. (5 percent)

Inspire giving by finding patient stories through connections fostered in the Department of Pediatrics, the hospital and Advancement. Interview families, physicians and other health care providers to write stories. Strategically pitch to local and regional media. Also writes donor letters, working with Advancement and families. (10 percent)

Works with supervisor to plan, write and produce quarterly donor newsletter. Includes arranging photography. Also assists with newsletter to referring physicians. (10 percent)

Fosters relationships with local and regional reporters to show Golisano Children's Hospital public relations has and knows what media need. (10 percent)

Tracks media mentions of Golisano Children's Hospital fundraisers and reports them to Advancement on a regular basis. (5 percent)

Reads extensively in specific subjects as background for above duties and particular projects.

Assists supervisor in writing pamphlets, brochures, bulletins, fliers, newsletters and press releases.

Knows HIPAA regulations and follows them in dealing with patients without direct supervision.

Edits copy and manuscript for form and content.

Studies market trends and assists coworkers with various activities, as time permits.

An e-newsletter published occasionally by the Department of Communication and distributed to students and their family, alumni, faculty and others who have expressed an interest in communication.

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