

Job Title: CAIR-MA Marketing & Media Coordinator Job Description:

Department: General

Reports To: Executive Director

Office: The office is remote but employees are in the community as much as 3x per week or as needed.

Summary:

The Marketing & Media Coordinator is responsible for developing and executing comprehensive media relations strategies that promote CAIR-MA.

Responsibilities:

Engaging the vast network of the Massachusetts Muslim community and its allies, along with the network of national chapters, CAIR headquarters and the CAIR-MA team, the candidate will:

- Develop and implement comprehensive media relations strategies that support CAIR-MA's mission and goals
- Build and maintain relationships with journalists and media outlets
- Pitch stories and secure positive media coverage for CAIR-MA
- Respond to media inquiries in a timely and professional manner
- Develop and distribute press releases, statements, brochures and other marketing & media materials
- Manage organization's website
- Monitor media coverage of CAIR-MA and Islam
- Represent CAIR-MA at media events and conferences
- Provide media training to CAIR-MA staff and volunteers
- Organize periodic outreach events to promote the services of the organization and collect donations as needed
- Conduct periodic informational presentations at universities, religious/cultural centers, civic groups, etc. as needed.
- Create and execute the Ramadan fundraising campaign promotional efforts

Qualifications

- Must have an understanding and appreciation of the Muslim community, a history of working with Muslims and an understanding of basic cultural and religious practices.
- Bachelor's degree in relevant field such as marketing, journalism, communications, public relations
- Minimum of 5 years of experience in media relations or a related field
- Proven track record of success in securing positive media coverage
- Strong writing and editing skills
- Excellent communication and interpersonal skills
- Good reporting, technical and statistical skills
- Ability to work independently and as part of a team
- Strong understanding of current trends in media and communications
- Must have a working motor vehicle and be able to travel throughout the state

Preferred qualifications: bilingual (written and spoken) in Arabic and English.

Benefits:

- Competitive salary and benefits package.

CAIR-MA, Inc.
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To Apply: Please submit your resume and cover letter to info@ma.cair.com