



BOSTON ATHLETIC ASSOCIATION

699 Boylston Street, Suite 800, Boston, Massachusetts 02116 • 617.236.1652 • baa.org

SENIOR MANAGER OF PUBLIC RELATIONS

To be considered a complete application, a resume and cover letter answering the below two questions must be emailed to opportunities@baa.org.

- The Boston Athletic Association is committed to a world where all people can access and benefit from running and an active lifestyle. In 250 words or less, share how you would approach elevating our year-round community efforts.*
- Please explain your interest in working for our nonprofit organization and how your connection to the City of Boston aligns with the Boston Athletic Association's mission. Limit your response to 250 words.*

ABOUT BOSTON ATHLETIC ASSOCIATION

The [Boston Athletic Association](http://baa.org) (B.A.A.) is a non-profit organization with a mission to promote a healthy lifestyle through sports, especially running. The B.A.A. is committed to a world where all people can access and benefit from running and an active lifestyle. The B.A.A. advances its mission and vision by organizing mass-participatory running events such as the Boston Marathon, creating or supporting community fitness events, and sponsoring a running club that serves the greater Boston area.

ABOUT THE ROLE

Reporting to the Director of Race Communications and Media, the Senior Manager of Public Relations (PR) will build relationships with media and drive storytelling strategies and campaigns that elevate the B.A.A.'s mission, community and youth impact, as well as global reach. This role is responsible for helping shape the public narrative around our work—highlighting the year-round programs, partnerships, and people that make our mission possible.

RESPONSIBILITIES

- Effectively manage the B.A.A.'s Public Relations program, and story – shaping narratives that highlight the impact of year-round community initiatives and the individuals, organizations, and mission behind them.
- Ensure messaging and storytelling reflects and reinforces the organization's mission, vision, and values. Act as a resource to identify compelling stories/angles across the organization's programs, partnerships, and events, and connect these publicly to our overarching pillars and mission.
- Partner closely with internal teams to ensure stories, partnerships and programs are amplified across multiple mediums in a timely fashion, including earned media, social media, B.A.A. produced materials, press releases, and more.

- Highlight the B.A.A.'s community and youth impact to inspire engagement, foster connection, increase visibility and expand reach.
- Support communications strategies around key organizational moments including events, program launches, partnerships, youth engagement, and community initiatives.
- Contribute to messaging and reputation management to ensure consistent and mission-aligned communications.
- Collaborate with local cities and towns, and their respective agencies, organization, and contacts, as needed.
- Monitor media coverage and trends to identify opportunities and risks.
- Track and analyze media coverage, sentiment, and reach to evaluate the impact of PR efforts. Provide regular and ad hoc reporting and suggestions to appropriate stakeholders.
- Provide strategic insights, approaches, and recommendations to maximize earned media opportunities.
- Cultivate and maintain strong relationships with journalists, editors, producers, outlets, media (including representatives of traditional, digital, and social media), and community figures in Boston and beyond, with a primary focus on local media, and running outlets.
- Help identify and secure earned media opportunities across print, broadcast, digital, and podcast platforms.
- Serve as a primary media contact, managing inquiries and coordinating interviews as part of the B.A.A.'s communications team.
- Draft and distribute press releases, media advisories, talking points, and briefing materials, as needed.
- Work cross-functionally with marketing, brand and social, community programs, partnerships, leadership teams and others to ensure alignment in messaging and priorities.
- Provide media training and support for organizational spokespeople.
- Serve as an organizational spokesperson during races, industry events, press forums, etc.
- Help with PR planning for major moments such as race events, organizational milestones, and community activations.
- Project manage deliverables such as the B.A.A.'s Impact Report and Sustainability Report.
- Anticipate and be available (seven days a week, if required) for critical PR needs.
- Other duties as assigned.

WHO WE'RE LOOKING FOR

There are innumerable ways to learn, grow and excel professionally. We know people gain skills through a variety of professional, personal, educational, and volunteer experiences. We respect this when we review applications and take a broad look at the experience of each applicant. We want to get to know you and the unique strengths you will bring to the work. This said, we are most likely to be interested in your candidacy if you can demonstrate the majority of the qualifications and experiences listed below.

- Minimum of five (5) years in a public relations/media (or comparable) role with demonstrated success.

- Experience working with media outlets in the Boston market. Well versed in the Greater Boston area.
- Proven ability to build relationships with journalists and leaders; secure meaningful earned media coverage and exposure.
- Exceptional writing and storytelling skills across multiple formats.
- Strong project management and leadership skills, and the ability to manage multiple priorities simultaneously.
- Passion for mission-driven work and the ability to authentically represent organizational values.
- Excellent collaborator with the ability to work successfully with a wide variety of individuals, groups and audiences (both internal and external).
- Experience directing media/media-related activities to elevate an organization's profile.
- Experience in crisis communications situations.
- Knowledge of the B.A.A., with experience in sport or the running industry preferred.
- A commitment to creating inclusive work environments and products.

WORK EXPECTATIONS AT B.A.A

We are a hands-on team and seek employees who are passionate about our work and service to our community. The Senior Manager of PR is a 40-hour/week, exempt position. The role will require working some weekends and evenings. There will be longer work hours surrounding events. Limited local travel required.

Hybrid work schedule (combination of in person and remote work possible).

COMPENSATION & BENEFITS

The salary range is competitive and commensurate with lived and professional experience. The target hiring range for the role is \$82,500-\$87,500.

In addition, the B.A.A. will promote your professional growth and development by providing access to:

- Competitive health, dental and vision insurance plans
- An employer-funded Health Reimbursement Account
- Life insurance, short term, and long-term disability plans funded 100% by the B.A.A.
- 401(k) matching dollar-for-dollar up to 6% after 6 months of service, elective deferrals may begin upon hire
- An annual allotment of professional development funding (up to \$2,000 per calendar year)
- Paid vacation based on years of service
- Comp. Time available for eligible work
- 11 paid holidays, 9 scheduled and 2 floating

HOW TO APPLY

To apply to this position, please send a resume and cover letter answering the two questions below to the attention of the B.A.A. Human Resources team at Opportunities@baa.org.

- The Boston Athletic Association is committed to a world where all people can access and benefit from running and an active lifestyle. In 250 words or less, share how you would approach elevating our year-round community efforts.
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The B.A.A. is an equal opportunity employer and does not unlawfully discriminate against employees or applicants for employment on the basis of an individual's race, color, religion, creed, sex, sexual orientation, gender identity, national origin, age, disability, marital status, veteran status or any other status protected by applicable law.