

Public Relations Director

The American Kennel Club is seeking a Public Relations Director. This position will be based in our New York headquarters. The selected candidate will develop and implement proactive media outreach strategies to increase public awareness and understanding of the AKC and their good works and programs.

Essential Responsibilities:

- Develop and oversee the execution of strategic public relations initiatives, including developing and managing marketing campaigns.
- Develops and oversees creation and distribution of press releases, web posts, and other written materials.
- Develops and nurtures media relationships to help promote the AKC.
- Acts a spokesperson when required and actively seeks interview opportunities.
- Oversees the development and maintenance of comprehensive media lists of all relevant media, which may include fancy publications, pet-related, and consumer lifestyle media.
- Oversees Crisis Communications and is responsible for proactively and reactively strengthening, enhancing and protecting the AKC's image and reputation worldwide, and among its key audiences, including customers and stakeholders.

Bachelor's degree in communications or a related field with 5-10 years' experience preferably with a Fortune 500 brand desired. Qualified candidates should respond with cover letter, resume, brief summary of public relations accomplishments, and salary requirements to employment@akc.org.