

Job Opportunity



**American
Red Cross**

External Communications Manager

JOB DESCRIPTION

Are you looking to make a real difference?

The American Red Cross has an immediate opening for an External Communications Manager/Public Relations Representative III to drive regional communications that educate the public about the need for blood donations in its Midwest Blood Services Region, serving Nebraska, Western Iowa, and parts of Colorado and Kansas. The position will be based in Omaha, Nebraska.

JOB SUMMARY

Responsible for the coordination, development and implementation of strategic communications and public relations plans within multi-state geographies served by the American Red Cross Biomedical Services. Operates in a functional and matrixed business model, within a regulated environment, training and educating designees to carry out communications and public relations activities in a high-quality, customer-oriented and compliant manner.

Oversees the development, management, and maintenance of strong media and community partnerships that help to motivate the public to give blood or platelets, and further the organization's ability to successfully achieve blood collections targets. Integrates digital assets serving local areas to achieve a multi-media, multi-channel platform by which to engage with stakeholders.

Bridges knowledge across projects and the organization at large to successfully time outreach with other lines of business and craft integrated messaging.

Ensures lines of business are fully compliant and integrated with corporate messaging and media protocols.

Serves as a media spokesperson trainer and on-the-record spokesperson, and provides other communications leadership and support as needed.

QUALIFICATIONS

Education: Bachelor's degree in public relations, communications, marketing or related field; or equivalent combination of related education and experience required.

Experience: Minimum of five years related experience with an emphasis on strategic media relations, project management and leading by influence; or an equivalent combination of related education and work experience.

SKILLS AND ABILITIES

Proficiency in Microsoft Office applications and social media platforms is required. Demonstrated track record of developing and maintaining operational and process initiatives in support of communications activities is required. Highly developed leadership, oral and written (AP style) communication skills required. Ability to manage multiple projects simultaneously in a fast-paced environment. Ability to assimilate information quickly, analyze problems and implement solutions required. Experience with media contact management and reporting systems preferred.

[Apply now!](#) Joining our team will provide you with the opportunity to make a difference every day.

The American Red Cross is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to sex, gender identity, sexual orientation, race, color, religion, national origin, disability, protected veteran status, age, or any other characteristic protected by law.

The American Red Cross is a diverse nonprofit organization offering its employee's professional development and growth opportunities, a competitive salary, comprehensive benefits, and a collaborative team spirit environment. To be considered for this position, please visit www.redcross.org/jobs to apply.

To view the EEOC Summary of Rights, click here: [Summary of Rights](#)