



JOB ANNOUNCEMENT

Position Title:	Project Associate, <i>Communications/Media Relations</i>
Application Deadline:	March 1, 2024
Position Availability:	Immediate Opening
Location:	Oceanside, CA (San Diego County); This is not a remote position, but hybrid working options are available.
Position Type:	Full Time
Position Pay:	\$24.00/hr - \$26.00/hr (Depending on Experience)

ABOUT THE COMPANY

Action Research is a behavior change consulting firm that specializes in the application of behavioral and social science research to outreach programs that promote safe, healthy, and sustainable communities. Founded in 2001, Action Research has gained international recognition as a leader in developing effective behavior change programs based on community-based social marketing. We have a global clientele that includes dozens of governmental agencies, non-profit organizations, and private companies that are seeking to promote sustainability.

POSITION SUMMARY

The Project Associate supports a wide range of activities related to the development, implementation, and evaluation of behavior change programs. This position will oversee public relations activities and ensure effective communication with stakeholders, media, and the public.

QUALIFICATIONS

- Bachelor's degree preferred in public relations, journalism, communications, English, marketing, or related field.
- Minimum two years of relevant work experience.
- Experience managing online, broadcast, and print media relations.
- Possess excellent oral, written, and interpersonal communication skills with strong writing and editorial abilities.
- Technical understanding of environmental issues such as recycling, water quality, energy, litter reduction, and related topics is strongly preferred.
- Ability to educate, inspire, and empower audiences of all demographics.
- Ability to exercise cultural competence and best practices for inclusion.
- Highly organized with experience and judgment to plan, accomplish goals, and problem-solve.
- Demonstrated ability to implement project plans and adhere to protocols.
- Ability to keep on task and meet deadlines.
- Collaborative working style and ability to work independently.
- Strong computer literacy is required: Microsoft Office (Word, Excel, Outlook, Power Point).



RESPONSIBILITIES

Project Support - General

- Work collaboratively within a team and independently to maximize project productivity.
- Schedule, coordinate, and track project tasks within a team, outside consultants, and vendors while ensuring quality, satisfaction, and timeliness.
- Communicate project status, obstacles, and process to managers and directors and make actionable recommendations.
- Support directors and managers with development and implementation of new and ongoing social marketing projects.

Project Support – Communications/Media Relations

- Establish and maintain cooperative relationships with stakeholders, community, and public interest groups.
- Develop public relations campaigns and media relations strategies.
- Ensure communications are accurate, clear, and complete; correct in terms of spelling, grammar, punctuation, and editorial style; and maintain a consistent tone and voice.
- Seek opportunities for partnerships, sponsorships, and advertising.
- Write press releases for the media to promote client programs and events.
- Coordinate and participate in community outreach events.
- Coordinate with vendors, event hosts, and other project partners.
- Draft and edit content for a variety of outreach materials, including flyers, presentations, and websites.
- Coordinate with internal creative team to develop and produce creative and social media collateral.

Community-Based Social Marketing (CBSM) Guidance

- Maintain a basic understanding of community-based social marketing and behavioral science principles.
- Assist with coordination of virtual and in-person CBSM workshops.

Business and Professional Development

- Assist managers and directors with proposal submission work assignments.
- Actively stay on top of current trends in environmental education, public outreach, cultural sensitivity, and other relevant topics.

POSITION REQUIREMENTS

- Reliable transportation and current driver's license and insurance.
- Ability to pass a background check.
- Willingness to obtain First Aid and CPR certification, and fingerprinting if required.
- Occasional flexibility in schedule to accommodate scheduled presentations, outreach events, or data gathering activities.
- Travel to outreach sites within San Diego and Orange County.
- The ability to speak a second language is desirable.

BENEFITS INCLUDE THE FOLLOWING

- Healthcare, Dental, Vision and Life Insurance Plan (with premium supplement from employer)
- 401(k) Plan with 3% Employer Matching
- Paid Holidays, and Volunteer Time Off.
- Paid Time Off (accrual begins after 90 days of employment).
- Flexible Spending Account (FSA).
- Employee Assistance Program

APPLY NOW

Please send a letter of interest and resume to: stubblefield@actionresearch-inc.com

EQUAL OPPORTUNITY EMPLOYER

www.actionresearch-inc.com