

Position: **Media Advocacy Specialist**  
Report to: Regional Director  
Salary: Hourly rate \$25.96 to \$27.99  
Status: Full time, non-exempt  
Probation: 90 day  
Benefits: Full benefits: medical, dental, vision, 403B, paid time off after 90-day probation

**The mission of the Institute for Public Strategies (IPS) is to work alongside communities to build power, challenge systems of inequity, protect health, and improve quality of life.**

*IPS is a diverse, inclusive workplace, where employees are valued and respected for their different perspectives, experiences, backgrounds, and contributions. We are proud to be an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status. Accommodations will be made for individuals with disabilities who are otherwise qualified and able to perform the functions of this position.*

The Institute for Public Strategies (IPS) is seeking a **full-time Media Advocacy Specialist** for programs that focus on preventing substance use disorders and related harms using equity-centric, community-level strategies. This position requires a candidate with direct experience in traditional media: developing media plans, authoring press releases and opinion editorials, hosting media events, building media lists, and developing working relationships with editors, reporters, and assignment desks. **Please do not apply if your experience is solely with social media.** The candidate must work well as part of a diverse team with varying ideas and work styles. This position is based out of Culver City in Los Angeles.

#### **ESSENTIAL FUNCTIONS:**

1. Research, develop, implement, and document strategic media advocacy plans through news releases, media advisories, pitches, opinion editorials and social media that fit into a larger upstream substance use prevention plan
2. Interface with reporters and news outlets
3. Facilitate network of substance use prevention media specialists by identifying opportunities to cluster media efforts; facilitate monthly meeting
4. Develop and conduct basic and advanced media advocacy training, spokesperson training, and other workshops for youth, coalition members, and employees of other agencies
5. Edit news releases from colleagues using AP Style
6. Monitor the news for media advocacy opportunities to further project goals and objectives
7. Other duties as assigned

#### **JOB QUALIFICATIONS AND EXPERIENCE:**

1. Two to three years of media advocacy experience, preferably related to public health issues such as population-level alcohol, tobacco and other drug prevention strategies, public policy, public affairs, journalism, strategic planning, or land use and planning
2. Direct experience with traditional media: developing media plans, authoring press releases and opinion editorials, hosting media events, building media lists, and developing working relationships with editors, reporters, and assignment desks
3. Track record of procuring issue coverage in print, broadcast and online news outlets
4. Ability to establish culturally sensitive working relationships with diverse stakeholders in Venice, Culver City, Santa Monica, and West Hollywood, as well as with populations preferred (LGBTQ+ and Latino)
5. Experience utilizing social media (Twitter, Facebook, Instagram) to supplement traditional media efforts
6. Flexibility – ability to adapt to change quickly and support media efforts across three projects
7. Willingness and ability to work periodic weekends and/or evenings, as well as to travel
8. Understanding of upstream prevention strategies to reduce alcohol, tobacco and other drug problems

#### **PREFERRED QUALIFICATIONS:**

1. Bilingual capacity

This job description outlines the general nature and level of work of this position. It is not a complete list of all responsibilities, duties and skills required. All IPS employees may be required to perform duties outside of their normal responsibilities from time to time.

Must have a valid California Driver's License and an insured, reliable vehicle to use during work.

Position will require FBI background check/fingerprinting and drug testing. However, **lived experience should not deter anyone from applying.**

To apply, please send cover letter and resume to [mediaspecialist@publicstrategies.org](mailto:mediaspecialist@publicstrategies.org) in a single PDF.