

CauseForce, Inc (www.causeforce.com) provides complete turnkey fundraising programs and mega-event services to charitable organizations. In just 9 years, CauseForce programs have raised more than \$400 million for our non-profit foundation clients located in Canada, Australia, and the United States. CauseForce aims to create and implement programs and events that make a difference in the lives of participants as well as delivering awareness, donors, and dollars to their causes.

DESCRIPTION:

We are seeking the right individual to join our team as Director of Public Relations. The position is based in Los Angeles and oversees PR staff in Canada, Australia and the USA.

The Director of Public Relations will be responsible for creating and executing local, national and global public relations campaigns for CauseForce Inc. produced events, those include ***The Ride to Conquer Cancer, The Weekend to End Women's Cancers and The Underwear Affair.***

You will be responsible for high-profile planning and direction of our company's PR strategies. In addition, you will execute our strategic plan, build relationships with news & media outlets, and significantly grow each program's media presence and national brand awareness. You will also generate ongoing press hits throughout the year; create awareness for associated charities, and secure on event publicity over the course of the actual event.

RESPONSIBILITIES:

- Working closely with Managing Directors to formulate compelling campaigns for the media outlets.
- With 3 active programs globally, you must be capable of working on multiple projects simultaneously.
- Ability to manage offsite PR Coordinators across numerous countries and time zones.
- Develop and maintain strong relationships with media outlets to ensure favorable media coverage.
- Identify new strategic relationship opportunities with national media outlets.
- Develop digital and social media strategies that support our PR programs using Twitter, FaceBook, YouTube, videos, blogs, etc. to generate buzz; we need someone who is ahead of the curve in new media. Collaborate cross-functionally with marketing department and social media team to align and integrate strategies.
- Work directly with non-profit clients, event participants, researchers, doctors, etc to build story ideas for media outlets.
- Write press releases, creative media pitches and scripts.
- Ensure implementation of related public relations department goals.
- Proactively identify communications opportunities and develop supporting campaigns.
- This is a start-up environment, and qualified candidates must be willing to get their hands dirty or do whatever it takes to make the programs successful.
- Be a team player working across all functional areas of the company.

EXPERIENCE:

- Minimum of 5-7 yrs PR or media experience with a proven track record in a fast-paced environment. This is a Director Level position.
- Proven experience with crisis management.
- Business/financial PR or media/journalism experience is preferred.
- Strong leadership abilities, managing others and self-motivation.
- Experience developing relationships and generating national media exposure.
- Effective verbal and written communication skills and the ability to see all projects through to completion.
- Entrepreneurial spirit with a strong sense of urgency.
- Strategic thinker who excels at coming up with original ideas and is able to execute.

In addition to a competitive salary, benefits we offer a fun & exciting work environment based in West Hollywood. This is an opportunity to be part of a company committed to making a difference in the lives of people affected by cancer.

If you're the person who meets and exceeds our requirements, AND you want the opportunity to take our remarkable programs to the next level, please send your resume along with salary history to confidential@causeforce.com.