

CAREER PROFILES

MARKETING & COMMUNICATIONS

SENIOR PUBLIC RELATIONS SPECIALIST

OVERVIEW

The Senior Public Relations Specialist is responsible for the day-to-day implementation of Southwest Transplant Alliance's public relations initiatives, including, but not limited to assisting with the generation of earned media, conceptualizing, writing and developing compelling social media content and supporting and executing engaging interactions through public and special events. This position will also contribute to the development of internal communications content.

EDUCATION & WORK EXPERIENCE NEEDED

- Bachelor's degree in communication, journalism, public relations, or marketing required.
- Five to seven years of experience as a public relations or marketing communications professional that includes experience with various media markets and developing media contacts required.
- Prior experience with an Organ Procurement Organization, healthcare, allied healthcare or social/community issues is preferred.
- Excellent written skills required. Must have the ability to compose and edit copy for distribution to individuals of various educational levels across a variety of platforms and media, including internal communications.
- Ability to handle a fast-paced and often heavy workload. Ability to multitask.
- Excellent communication skills required. Must have the ability to communicate effectively with all levels of personnel and to represent the organization publicly.
- Ability to work both independently and as part of a team required.
- Demonstrates strong attention to detail, organization and time management skills. Exceptional personal and ethical standards.





Southwest Transplant Alliance (STA) is a non-profit organization that serves as the bridge between those who make the decision to donate their organs and tissues and those who need a lifesaving transplant.

Our Purpose and Core Values

STA's purpose is to save lives through organ and tissue donation and transplantation. We can accomplish our mission when all employees believe in our core values of being passionate, selfless team players.

Our caring and compassionate staff offer hope to those facing the devastating loss of a loved one. Our team works in hospitals to guide grieving families through the organ and tissue donation process and to provide the clinical services needed to recover, prepare and transport organs and tissues for those awaiting a lifesaving transplant. STA is also committed to educating the public about the need for donation and the importance of donor registration by supporting the Donate Life Texas registry.

An Important Role Provided Across the State

STA plays a vital role in the recovery of donated organs and tissues for transplant. We are part of a nationwide network of agencies responsible for the coordination of the recovery and allocation of organs and tissues within our federally designated service area.

STA is affiliated with 11 hospital transplant centers that perform organ transplants. We work with these partners, along with the staff of more than 280 hospitals in 96 counties in Texas.

CONNECT WITH US

