

Community Relations Liaison



Reports To: Director of Marketing

Collaborates with: General Manager, Operations Managers, Finance

Part-time Position

Primary Function: The Community Relations Liaison is responsible for building trust and effective partnerships to facilitate engagement and outreach. The ideal candidate will work an average of 20 hours per week, which may increase up to 40 hours around major events (occasional weekends and evenings when needed).

Essential Duties and Responsibilities

- Serve as a Point of Contact between community and Salt & Light/Sal y Luz Radio
- Help orient people about the mission of Salt & Light/Sal y Luz Radio
- Make phone calls to help promote events within the community
- Connect with other community leaders/businesses to provide information on services provided such as PSA's.
- Assist with event-related correspondence (e.g., sponsorship solicitations, thank you letters, blog updates, invitations, honoree requests, etc.)
- Maintain master prospective business and participant lists
- Draft and issue regular status reports
- Help coordinate media efforts (website, Facebook, etc.) as needed
- Maintain and development relationships with parishes, parish staff and priests
- Attend parish ambassador and staff meetings

Required Knowledge, Skill and Abilities:

- At least 2 years of work or related experience in public or customer relations
- Bi-lingual (Spanish & English) preferred
- Be a practicing Catholic
- Ability to communicate effectively in writing and verbally
- Basic computer literacy with knowledge Excel, Word