



### **Media Relations/Promotions/Marketing Coordinator**

**Description:** The Media Relations/Promotions/Marketing Coordinator is responsible for ensuring that all graphics, and promotional materials match the theme of the Juneteenth Festival. This person's role is to ensure the right message is delivered to the right people and in the right medium. They're responsible for providing information about the festival/event to the media as well as the general public. The coordinator will participate in story idea generation efforts and will have occasional opportunities to draft press releases, distribute them to the media, and pitch the media on stories. The coordinator will also ensure that all necessary printed materials are accurate.

#### **Responsibilities:**

- Be able to create advertising that captures the vision of the festival/event and then delivers it to the appropriate audience
- Design and implement communications plans and media outreach strategies
- Have excellent computer and communication skills
- Have experience in the media relations field
- Have contacts with local media and key contacts
- Be able to manage media experiences during the festival or event and provide them with the information that reinforces the vision and theme
- Prepare all material for the media and event itself (press kit, internet/website promotions, posters, flyers, signage, etc.)
- Manage social media outlets, including Twitter, Facebook, LinkedIn, and Instagram
- Utilize all communications tools (online outreach, podcasts, events, publications, video, social media) to maximize media coverage, and contribute creative ideas to better leverage these channels.

#### **Requirements:**

- Commit to You Matter 2 from September 2021 - June 30, 2022
- Attend bi-weekly (twice a month), 1.5 hour Juneteenth team meetings
- Experience in media relations, marketing, and/or promotion
- Strong organizational skills
- Good communication skills, including written, oral, and interpersonal;
- Ability to use computers, email, and similar tools;
- Ability to get along with different people; and
- A passion and a sense of humor are definite assets.
- Resident of a local South Suburban Community
- Dedicated to the mission of You Matter 2 and Juneteenth