



NON-PAID VOLUNTEER PUBLIC RELATIONS/MEDIA COORDINATOR JOB DESCRIPTION

Release & Refresh Women's Empowerment Series, Inc. is a 501(c)(3) non-profit Public Charity dedicated to improving the mental, emotional, and spiritual health of women and girls through classes, seminars, workshops, conferences, and social media. We are a volunteer organization looking for loyal, dedicated and energetic people who strongly support our mission. All volunteers & staff are "at-will."

RESPONSIBILITIES:

- Draft and edit press releases and pitch media for various clientele
- Distribute press releases and other press correspondence
- Maintain distribution lists and contacts
- Develop and maintain positive relationships with clients and media
- Organize media related events including but not limited to press conferences, media luncheons, interviews, meet and greets, etc.
- Participate in creative viral marketing campaigns to drive engagement, with clearly defined objectives and measurable results
- Keep all events updated on various event calendars
- Have a working knowledge and experience using Twitter, Facebook, Instagram, Snapchat and other Social Media platforms
- Work closely with the Social Media Coordinator for symmetry
- Research potential client brands and conduct market research
- Update media clippings for company and clientele

Requirements:

- 1-2 years of previous agency, public relations or related field experience
- **MUST** have previous writing experience, preferably public relations related
- 1-2 years of experience with all social media platforms (Facebook, Instagram, Twitter)
- Strong communication (written and verbal) and interpersonal skills
- Proficiency with MS Office Suite including Word, Excel, Outlook and PowerPoint
- Detail-oriented
- Passionate and personable
- Part-time, Volunteer non-paid.

The preferred candidate will be a personable self-starter, attention-to-detail oriented, understand deadlines, and able to handle multiple projects simultaneously. Must be able to work both independently and as part of a team.