



Public Relations Director/Intern – Job Description

The measurement of our appearances and impact in the community is a direct result of how well we are doing in achieving our mission to save music education. The role of Public Relations Director/Intern is crucial to that development because they develop and maintain our correspondence with the media and, therefore, the public. The activities encompassed in this position include Developing and Maintaining Media Partnerships, Drafting and Distributing News Releases and Media Advisories, Media Campaign Management, Supporter Correspondence and Measuring Exposure. Below is a more expanded list to provide a deeper understanding of the role and its importance to the organization.

Developing and Maintaining Media Partnerships

- Keep the current list of media contacts updated
- Research new outlets for exposure and contact
- Be the liaison for any and all media inquiries for Ear Candy

Drafting and Distributing News Releases/Media Advisories

- Announcement releases to notify relative media outlets of new partnerships, artist collaborations, program creations and important events/fundraisers
- Media Advisories to notify relative media outlets of opportunities for local events calendars (print) and segment pieces (Television, Radio)
- Follow up with possible interest in PSA spots, article pieces, TV b-roll, Radio/TV interview, etc

Media Campaign Management

- Develop and implement a strategic and effective public relations campaign for Ear Candy that encompasses events, programs, instrument drives and newsletter distribution and how to best utilize the media in the valley for those items

Supporter Correspondence

- Hold creative control of the monthly Ear Candy E-Blast to music advocates and donors across Arizona and nationally

Measuring Exposure

- Keep an accurate and developed summary of clip reports and other important media activities