



Duet | Public Relations & Marketing Coordinator

Position Description

Last Updated:	March 5, 2020
Title:	Public Relations & Marketing Coordinator
Supervisor:	Sr. Director of Communications
Position Description & Scope of Work:	The Public Relations & Marketing Coordinator is a part-time, 24 hours-per-week position that assists in creating and implementing strategic communication goals that advance Duet’s mission to be widely recognized and inspire the community to volunteer, donate, and ask for help. As with all Duet staff, this position strives at every opportunity to promote organizational goals and values.
Key Responsibilities:	<ol style="list-style-type: none"> 1. Proactively write and pitch newsworthy stories, press releases, and local calendar listings to the media pertaining to Duet’s four service areas (homebound adults, grandparents raising grandchildren, family caregivers, and congregational health), volunteer opportunities, fundraising, and service events. Secure on-site event coverage as appropriate. 2. Develop and nurture relationships with local media and partners to extend awareness and ensure that Duet’s mission is widely recognized throughout the community. 3. Conduct in-person and phone interviews with service recipients and volunteers; take quality photos and video to accompany stories, and at times, do so in partnership with talented volunteers and interns. 4. Ensure media release forms are distributed, completed, and maintained as required. 5. Write and submit nominations for Duet, staff, board, volunteers, and service recipients for local, state, and national awards. 6. Identify and prepare appropriate spokesperson within the organization for media requests (serve as spokesperson when appropriate). 7. Manage social media content and calendar. 8. Manage content and production schedules for tri-annual Duet newsletter, annual report, flyers, monthly e-news, targeted e-blasts, and other print office collateral as needed. 9. Maintain regular content updates and blog on Duet’s website. 10. Maintain organizational brand by monitoring all publications and internal communications developed by Duet staff. 11. Track media contacts, actions, and analytics for reporting. 12. Supervise communications student interns.

	<p>13. Help carry out Duet events such as conferences, fundraisers, and service activities when assistance is requested.</p> <p>14. Carry out additional duties/initiatives as assigned.</p>
Highest Priority Personal Attributes	<ul style="list-style-type: none"> ▪ Superior writing, proofreading, editing, and verbal skills ▪ Excellent organizational skills ▪ Comprehensive knowledge of grammar, punctuation, and AP style ▪ Ability to manage multiple priorities and deadlines ▪ Established media contacts preferred ▪ Professional representative of agency image ▪ Flexible, reliable, and trustworthy ▪ Commitment to Duet’s mission and sensitivity to diverse faith backgrounds
Qualifications:	<ul style="list-style-type: none"> ▪ Bachelor’s degree – preferably in communications, marketing, journalism, or a related field of business ▪ 1-2 years minimum experience in public relations/communications/marketing and/or relevant internship experience ▪ Social media competency ▪ Computer skills required; design and word press skills a plus ▪ Some evenings and weekends required for event media coverage
Benefits:	<ul style="list-style-type: none"> ▪ Flexible work environment ▪ Retirement plan contributions ▪ Vacation, sick, personal time, and holiday time off
About Duet:	<p>Duet’s mission is to promote health and well-being through vitally needed services to homebound adults, caregivers, faith communities, and grandfamilies.</p> <p>Our vision is a community where every person ages with compassion, dignity, and hope.</p>
Work Environment:	<p>The Duet office is a warm, welcoming environment. Duet staff, board, and volunteers are passionate about Duet's mission and improving the lives of older adults.</p>
Work Location:	<p>10000 N 31st Ave, Suite D200 Phoenix, AZ 85051</p>
To Apply:	<p>Please email resume, cover letter, and salary requirements to career@duetaz.org</p>