

**Schedule I
Scope of Services**

OPPORTUNITY:	PUBLIC RELATIONS COORDINATOR
RFP NUMBER	PM2019-008

The Philadelphia Marathon is requesting proposals from qualified persons or entities to provide public relations services and related communications for its 2019 Race Weekend Events: Philadelphia Marathon, Half Marathon, 8K and Kids Fun Run.

Duties:

1. Report to the Executive Race Director.
2. Develop and refine key messages for the Fund and target audiences including individual runners, elite/seeded runners, running groups and charity organization which key messages could be used for talking points, press conferences, ads, website content, social media and email communications.
3. Coordinate and manage needs for Marathon Weekend opening press conference.
4. Develop and distribute news and other media releases and full-scale media outreach (press, radio, television and internet) to drive registration for all Philadelphia Marathon Weekend events.
5. Coordinate all media (press, radio, television and internet) interviews for public officials, sponsors or partners of the Philadelphia Marathon, and/or other key persons to the Philadelphia Marathon to promote the Philadelphia Marathon.
6. Develop and produce human interest stories regarding the various Philadelphia Marathon participating runners, charities, sponsors and/or partners.
7. Attend or otherwise participate in conferences and/or teleconferences necessary, as may be required by the Executive Race Director, occurring prior to the Philadelphia Marathon Weekend.
8. Attend or otherwise participate in conferences and/or teleconferences necessary, as may be required by the Executive Race Director, occurring after the conclusion of the Philadelphia Marathon Weekend.
9. Submit a detailed post-event report, including but not limited to, key observations and all relevant supporting documentation created or otherwise obtained in the course of performing of this Scope of Work.

Qualifications:

1. Demonstrated experience of successful implementation for widespread multi-media public relations.
2. Existing relationships with and demonstrated access to relevant multi-media outlets necessary and desirable to promote an event comparable with the Philadelphia Marathon.
3. Strong written and communication skills.
4. Ability to work successfully under pressure and produce quality work in a timely manner.

Contract Term:

1. Contract term is anticipated to be August 1, 2019 (or the date of contract conformance) through December 31, 2019.