

**Schedule I
Scope of Services**

OPPORTUNITY:	SOCIAL MEDIA MARKETING DIRECTOR
RFP NUMBER	PM2019-011

The Philadelphia Marathon is requesting proposals from qualified persons or entities to provide social media marketing 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 implement a coordinated social media program to increase brand awareness, drive registration and engage runners to participate in the Philadelphia Marathon Weekend Events.
3. Coordinate an email and social media schedule to drive registration and inform participants of news and changes to the Philadelphia Marathon Weekend.
4. Create content and posting strategy for social media platforms including, but not limited to, Facebook, Instagram and Twitter.
5. Establish metrics, both qualitative and quantitative, to track success of various social media campaigns and promotions.
6. Provide real-time engagement with runners and registrants on all platforms.
7. Provide graphics support¹ for use in various social media channels.
8. 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.
9. 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.
10. 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 social media marketing.
2. Strong written and communication skills.
3. 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 July 31, 2020.

¹ The Philadelphia Marathon will provide the catalogue of suitable photos and videos.