

# Brendi Rawlin

*Title: Sr. PR Strategist*

**Reports to:** Kirsten Brundahl

**Responsibilities:**

1. Proactive media and influencer outreach that includes pitching to targeted media
2. Draft white papers, case studies, news releases, pitches, award submissions and other PR materials
3. Proof news releases, plans and pitches
4. Providing pitch angles and PR strategy ideas as a part of MPC's internal planning for clients
5. Keep internal team updated regularly and submit reports based on schedule
6. Submit hours weekly by Friday, end of the day
7. Input time into teamwork daily and confirm it is in before logging off on Fridays
8. Ensure the teamwork and reporting systems on the MPC Method are followed with client reports for the next month being completed by the last Tuesday of the month