



THE SPARTANBURG COUNTY FOUNDATION
Your Community Foundation

Position Title: Communications Specialist
Team: Philanthropic Services
Reports to: Director of Philanthropic Services

Position Summary

The Communications Specialist is responsible for implementing strategies to increase the Foundation's visibility, outreach efforts, and messaging throughout the greater Spartanburg community. This position implements and identifies key message standards, creates broad public awareness of the Foundation to advance its strategic goals for marketing, donor services, and asset growth. The Communications Specialist plans and carries out the communications activities of the Foundation, which include publications, media relations, and special events.

SPECIFIC RESPONSIBILITIES:

Listed below are major duties and responsibilities of this position. It is not designed or intended to cover or contain a comprehensive listing of the activities, duties, or responsibilities of the employee.

Marketing and Communications

- Coordinates and produces Foundation publications and external communications, i.e. newsletters, marketing brochures, fact sheets, and special reports. This includes developing copy and design for in-house productions.
- Serves as the primary editor of the Foundation's website and proactively keeps content current in order to engage, inform, and educate the community on the work of the Foundation.
- Writes and distributes press releases, coordinates news conferences to promote the Foundation's activities and manages current news and blog articles.
- Approves all publicity materials according to Foundation Fundraising Policies. This includes, tickets, ads, forms, and any printed material or advertising efforts.
- Develops e-blasts, invitations, and other marketing materials for Foundation-related events, convenings, and opportunities.
- Understands and interprets digital performance analytics, such as Google Analytics, and other metrics and uses data to enhance future communication efforts.
- Provides leadership for design, updates, and overall content of the Foundation's website.
- Maintains Foundation photo and historical files.
- Maintains media contact list and news coverage files.
- Seeks opportunities to promote the Foundation through public affairs shows and editorials.
- Works with grantees to seek opportunities to coordinate appropriate recognition of Foundation grants and develops stories and articles highlighting donors and grantees.
- Coordinates news conferences.
- Leads the production of the Foundation's newsletters, annual report, and other special publications and videos. This includes developing copy, scheduling and collecting photographs, working with contract vendors, and ensuring accuracy and timeline objectives are met.

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- Leads the design and production of brochures and other collaterals promoting the services and accomplishments of the Foundation. This includes developing copy and design for in-house productions.
- Manages internal Foundation communications, including updating, revising and implementing the Foundation's Strategic Plan.
- Coordinates market research activities, i.e., donor and grant recipient surveys.
- Responds to other needs as they arise.

Philanthropic Services

- Leads and makes stronger the Foundation's social media presence by creating and disseminating timely and relevant content regarding the Foundation's work and community philanthropy in general.
- Leads the valedictorian bowl and recognition process for all school districts and private schools.
- Monitors national trends in marketing and development.
- Researches and reports on best practices for communications strategies to enhance the marketing efforts of the Foundation.
- Responds to other needs as they arise.

General Administrative Support

- Conducts best practice research and assists the Foundation with special projects.
- Provides support for all Foundation events including, but not limited to, developing mailing lists, coordinating invitation mailings, managing logistics (i.e., multiple vendors, room set up, coordinating refreshments, etc.), securing photography and taking pictures, and creating and distributing marketing materials.
- Posts Foundation events to the community calendar and ensures they are on Foundation staff calendars.
- Responds to other needs as they arise.

JOB SPECIFICATIONS

1. Four year college or university degree with major course work in an appropriate discipline.
2. At least three years paid experience in public relations, community relations, communications, marketing, or related experience.
3. Demonstrated strong organizational skills.
4. Experience managing social media for businesses.
5. Excellent computer skills, including experience with WordPress (or other website platform), Microsoft Office Suite (Word, Outlook, PowerPoint, Excel), and Adobe Creative Suite (Photoshop, Illustrator, InDesign).
6. Strong communication skills, both written and verbal and the ability to express ideas clearly.
7. Should have knowledge of the history and cultural background of the local communities plus the building of trust and strategic alliances across diverse differences.
8. Must have strong interpersonal skills and the ability to collaborate and work effectively with others of divergent views and individual strengths. Must have the ability to be convincing and motivational when working with others.
9. Demonstrated ability to work autonomously and manage multiple tasks simultaneously and mobilize and use outside resources. Ability to work effectively with corporate and community leaders. Requires strong leadership skills.

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