POSITION TITLE: Communications Officer

CLASSIFICATION: Salaried, Exempt

TEAM: Philanthropic Services

SUPPORTS: Vice President of Philanthropic Services

POSITION SUMMARY:

The Communications Officer is responsible for developing strategies to increase the Foundation's visibility, outreach efforts, and storytelling throughout the greater Spartanburg community. This position develops and implements brand identity and key message standards, creates broad public awareness of the Foundation to advance its strategic goals for marketing, donor services, and asset growth. The Communications Officer plans and carries out the communications activities of the Foundation, (but not limited to) publications, website and social media management, event coordination, press releases, presentation development, and more. The Communications Officer works closely with the Foundation's leadership team, staff and the Board of Trustees.

ESSENTIAL FUNCTIONS:

COMMUNICATIONS, MARKETING, SPECIAL EVENTS AND COMMUNITY OUTREACH

1. Develops and implements strategic communications and marketing initiatives that increase awareness of the Foundation's mission, programs, and community impact.
2. Leads the planning, development, design, and production of the Foundation's annual report, newsletters, marketing materials, videos, and other publications.
3. Coordinates and promotes Foundation-sponsored events, including the Annual Meeting, Trustees Emeriti Dinner, and other outreach activities.
4. Creates and manages compelling content that shares the Foundation's story, highlights grantmaking and donor impact, and engages diverse audiences.
5. Manages and strengthens the Foundation's online presence through website content, social media platforms, and other digital communication channels.
6. Reviews and edits external communications produced by staff and contractors to maintain quality, clarity, and brand consistency.
7. Approves fundholder promotional materials in accordance with Foundation fundraising policies and brand standards.
8. Serves as a primary communications liaison for media inquiries and coordinate press releases, media outreach, and occasional press events.
9. Manages the Foundation's sponsorship process, including reviewing requests, coordinating recommendations, and maintaining accurate records.
10. Serves on the Philanthropic Services Committee, Technology Advisory Committee, and supports the leadership team.

PHILANTHROPIC SERVICES AND ASSET GROWTH

1. Creates educational content and opportunities that help donors better understand charitable giving and grantmaking through the Foundation.
2. Conducts surveys and gather feedback to assess communication effectiveness and identify opportunities for improvement.
3. Develops new ideas and marketing strategies to improve communication and community engagement.
4. Supports communication efforts for Foundation initiatives and partnerships.
5. Leads the development of donor and prospect communications, including cultivation, stewardship, and recognition materials.

Disclaimer: Listed above are the primary 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.

COMPETENCIES:

1. Excellent oral communications skills.
2. Strong analytic, problem solving and strategic thinking skills.
3. Strong interpersonal skills, ability to establish good working relationships with Foundation staff, colleagues, news media, donors, consultants, and a wide variety of members of the community.
4. Ability to work independently and to take initiative, as well as to be an effective team member.
5. Proven skills and track record of writing, designing and producing publications within schedule and budget.
6. Proven track record of successfully working with the media.
7. Must be computer literate with experience in Microsoft Office Suite, Adobe (including Acrobat, Illustrator, Photoshop, and InDesign), and various social media platforms, Constant Contact or another e-communication program, and WordPress or another website platform.
8. Ability to perform responsibilities in a professional manner and to effectively represent the Foundation in the community it serves.
9. Regular and sustained attendance required.

EDUCATION AND EXPERIENCE

1. Four-year college degree required with course work in the areas of English, communications, social services, business, marketing, and other areas related to the work of a nonprofit required.
2. A minimum of five years' experience in public relations, community relations, communications, marketing, or related experience.

SUPERVISES: None

PHYSICAL DEMANDS

1. Prolonged periods sitting at a desk and working on a computer.
2. Must be able to lift up to 25 pounds at times.
3. Must be able to navigate various departments of the organization's physical premises.

TRAVEL REQUIRED: Occasional travel to off-site meetings required.

EQUAL OPPORTUNITY STATEMENT:

The Spartanburg County Foundation provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, age, sex, pregnancy (or medical needs arising from, or related to, pregnancy or childbirth), national origin, citizenship, disability, genetic information, veteran status, sexual orientation, gender identity, or any other characteristic protected by federal, state, or local laws. The Foundation strictly prohibits unlawful discrimination and harassment of any type.

This policy applies to all terms and conditions of employment, including (but not limited to) recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.