



## Community Relations Coordinator

**REPORTS TO:** Communications Manager

**STATUS:** Full-Time

**CLASSIFICATION:** Non-exempt

**LOCATION:** Columbia

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### I. Position Summary

The community relations coordinator will execute a wide range of communication tasks to support larger organizational goals as identified through our organizational strategic plan and contractual obligations. They will provide administrative, planning and content development support to the communication team across campaign, event and partnership engagement functions.

### II. Duties and Responsibilities

Assist in the development and deployment of statewide prevention campaigns including awareness materials, fundraising collateral, public awareness events and press conferences, proclamations, volunteer activities, state and local partners activities, and more; this will include Child Abuse Prevention (CAP) Month.

Assist in setting specific campaign goals and measure results for CAP month and other awareness campaigns; help determine and execute plans to foster continuous quality improvements in our strategic communications work.

Support communication department and interdepartmental projects including tracking deliverables and timelines, coordinating with internal stakeholders and using existing project management tools.

Serve as one of the agency's media buyers in accordance with organizational policies and procedures, including coordinating quotes and bids; coordinate with statewide and local media outlets, as authorized by manager and as part of contract deliverables.

Working in partnership with our communications content specialist, manage the department content marketing calendar and assist in the production of social media content and partner communication toolkits.

Outreach to new audiences and promote Children's Trust resources, tools and opportunities including representation of Children's Trust at events such as resource fairs, conferences and trainings.

Coordinate with grantees and partners on messaging tools and opportunities, including the resource database system in partnership with vendors.

Ensure data integrity of our email and resource database systems.

Build proficiency to collect and use digital analytics for strategic decision making.

Working with the fund development team, assist in identifying revenue generating opportunities, including sponsorships; track and ensure fulfillment of sponsorship obligations and stewardship.

Responsible for supply management of communication event inventory.

Keep accurate files, records and fulfill related contract and grant documentation; assist with administrative duties such as scheduling and budget tracking.

Attend meetings, training, conferences and workshops as appropriate to enhance job knowledge and skills to build relationships with partners; participate on boards, task forces and ad hoc committees when appropriate.

Use software platforms and systems, including but not limited to Trello; Microsoft Office Suite, especially PowerPoint; Adobe Creative Suite; Google Analytics; Sprout Social; Wordpress; and the Blackbaud products.

Serve as a positive, proactive voice for Children's Trust through social media, public speaking, public relations and/or representation at training and events; build capacity and knowledge of agency.

Perform other duties and responsibilities as requested with a professional and positive attitude and team spirit.

### **III. Qualifications**

Earned an associate's or bachelor's degree in related field such as marketing, communications, journalism, public relations, English, public health communications or a social science.

At least one to three years of professional communications experience, or an equivalent combination of education, training and experience that provides the required knowledge, skills and abilities.

Must have excellent writing, copy editing and proofreading skills; ability to present information and report progress and needs concisely and effectively – verbally and written.

Must have strong listening and communication skills and adept at grasping new concepts and skills in a fast-paced environment; excel at managing details and competing priorities, discerning priorities and working independently; ability to follow through with all projects and assignments, meeting or exceeding timelines and deadlines.

Must have skills and ability to build mutually beneficial relationships with an array of entities, including with interdepartmental partners, to support the mission of Children's Trust; exhibit excellent communication and interpersonal skills; interact with internal and external contacts with diplomacy, tact, professionalism and discretion.

Community engagement and event experience is a plus.

Manage light to moderate carrying and lifting of items.

Demonstrate proficiency in all Microsoft Office Suite; proficiency in Trello or other project management system preferred. Experience in the Blackbaud product suite a plus.

Drive and travel throughout South Carolina and nationally as needed.

This position is funded through grants and contracts and is subject to change.

Children's Trust provides equal employment opportunity to all individuals regardless of their race, color, creed, religion, gender, age, sexual orientation, national origin, disability, veteran status, or any other characteristic protected by state, federal, or local law.

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The forgoing statements describes the general purpose and responsibilities to this job and are not an all-inclusive list of all responsibilities and duties that may be assigned or skills that may be required.

## **Position: Community Relations Coordinator**