



Lipscomb Associate

REPORTS TO: Marketing Specialist

STATUS: Temporary Part-Time

CLASSIFICATION: Non-Exempt

LOCATION: Columbia

I. Position Summary

The Lipscomb Associate is a part-time, temporary, grant position with Children's Trust of South Carolina.

II. Duties and Responsibilities

Contributes in the planning and execution of campaign and conference activities across a wide spectrum of marketing and public relations activities including news releases, news events, public events, campaign development, campaign materials, paid media, social media and more.

Recruits and coordinates with grantees and partners on Child Abuse Prevention Month and Building Hope for Children Conference activities.

Coordinates logistics and material fulfilment for Child Abuse Prevention Month and Building Hope for Children Conference.

Assist with the Building Hope for Children Conference, including, but not limited to, speaker support, conference registrations, signage, messaging and materials.

Assists with media outreach, including writing and distributing news releases, updating media lists, making phone calls to newsrooms, pitching stories and more.

Assist program and policy departments with communications activities such as information sharing to coalitions and partners, including the South Carolina legislature.

Assist with compilation of monthly analytics that will help determine effectiveness of messaging strategies.

Assist in the coordination of select communication projects, including establishing and tracking timelines and expenses.

Assist development team with key initiatives including in creating and developing Annual Giving campaign materials, monthly giving campaign materials and stewardship communications.

Assist with content creation such as newsletters, infographics, newsletters, social media, video and written stories.

Assist with updating and maintaining email database for data integrity and list hygiene.

Assist with creating, drafting and posting social media campaigns.

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

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.

III. Qualifications

Must be a junior, senior or graduate-level student that can commit to working through May 2021. We are interested in candidates who have or are pursuing a bachelor's or master's degree in marketing, communications, journalism, public relations, English or other relevant field or an equivalent combination of education, training and experience that provides the required knowledge, skills and abilities.

Experience with event planning and/or community outreach.

Must be self-motivated and able to work independently.

Bilingual (English/Spanish) applicants are a plus.

Must have own transportation and be available to drive and travel occasionally.

Manage light to moderate carrying and lifting of items.

Must be detail-oriented and have outgoing personality, strong oral and written communication skills.

Must have strong acumen of Microsoft Office, Internet research, business letter writing (for email correspondence), mail merge (labels from Excel spreadsheets) and telephone etiquette.

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.

The foregoing 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.