



## **Local Partnership Communications Coordinator**

**State job classification:** Public Information Director I (Band 6)

**Status:** FTE

### **Organization**

South Carolina First Steps (SCFS) is both a nonprofit and state agency and is the only dedicated, comprehensive early childhood agency in South Carolina focused on getting children ready for school and life success. Annually, we serve more than 30,000 children. Established by the South Carolina General Assembly in 1999, SC First Steps provides funding and support to a network of 46 local, First Steps partnerships, one in every county. Through the partnerships, First Steps provides evidence-based parenting, literacy, and development programs; training for early childhood educators; child care scholarships; child care quality enhancement; and a slate of other early interventions. Through First Steps 4K, the agency partners with over 200 child care centers to offer free, high-quality, educational Pre-K 4 to more than 2500 children. In addition to developing, funding, and supporting programs and initiatives statewide, South Carolina First Steps coordinates the activities of the South Carolina Early Childhood Advisory Council, a collaborative body representing the state's early childhood system. The Early Childhood Advisory Council works to ensure that South Carolina's children arrive at school ready to reach their highest potential, are healthy and safe, and are actively supported by their families and communities.

The diverse workforce that makes up the 65+ member team at SCFS includes salaried and hourly positions and is governed by a State Board of Trustees. As an organization, we value children, relationships, equity, high quality, and results. Our office is in downtown Columbia, SC. As SCFS is a state-wide organization, some positions are remote, and some require travel.

### **Team: Communications Team**

The communications team advances the mission of South Carolina First Steps by cultivating relationships with stakeholders to increase awareness, engagement, support, and funding. We are the key storytellers and communicators for the organization, bringing the work of First Steps to life for the community through print and digital media, marketing, outreach, and events.

### **Position Description**

Reporting to the Communications Director, the Communications Coordinator supports local partnership communications and public affairs efforts including development of digital and print communications, speaking engagements, and public and media relations. The Communications Coordinator is responsible for assisting local First Steps Partnerships in creating and managing relationships with external audiences and in support of South Carolina First Steps' mission. The Communications Coordinator assists Local Partnerships with gathering and distributing to the public information, facts and stories about their clients, programs and initiatives, as well as about the value and impact of early childhood development more broadly. The Communications Coordinator is a storyteller and communicator for the work of the Local Partnerships charged with bringing their stories and impact to life for the community through engagement across multiple channels, including print and digital materials, online communications, events, and personal

interaction. The Communications Coordinator will be responsible for working collaboratively with all areas of the SC First Steps team, including program staff, fundraising and grants management staff, and senior leadership.

## **Responsibilities**

### **General**

- Work closely with the state team of Program Officers to support the communication needs of Local Partnerships including help with websites and local media presence.
- Be a strong champion for SC First Steps, its mission, its stakeholders and its clients both externally and internally.
- Ensure that stakeholders are consistently included in the development and distribution of content, that content is responsive to the needs and interests of stakeholders and the public, and that stakeholders and the public perceive SC First Steps as inclusive, responsive and open with information.
- Support fundraising and development efforts within the organization to include the development of private resources, in-kind donations and volunteer engagement.
- Ensure adherence to SC First Steps' strategic plan, legislative mandates, and funder expectations – providing reports to the Local Partnerships team.

### **Communications**

- Support the design and development or redesign and redevelopment of Local Partnerships' online and printed materials including, for example, their websites and annual reports.
- Contribute to the generation of online content, including website and social media, that engages a large audience with SC First Steps' mission and leads to measurable action.
- Contribute to website maintenance—ensure that new and consistent information (article links, stories, data, and events) is posted regularly.
- Track and measure the level of engagement with web and social media channels over time; use data to identify strategies for optimizing online reach and engagement.
- Assist with the development and distribution of all print collateral including, but not limited to, newsletters, brochures, posters, post cards and mailers.
- Assist with the collection and development of high-quality photographs, videos, and written stories of SC First Steps' clients, programs, local partnerships, childcare partners, and initiatives for use in communications materials, utilizing both internal resources and external purchased, in-kind and donated resources.
- Develop audience-specific communications materials including communications targeted at the General Assembly, prospective and current clients, childcare providers, local partnerships, staff, trustees, donors (current and prospective), volunteers (current and prospective), the public at large, etc.
- Work closely with the Director of Strategy and Impact to ensure a communications focus on outcomes and impact.
- Build the overall communications capacity of the organization, its partnerships and childcare partners through the development of templates, training of staff and partners, integration of collaborative technologies, etc.

### **Community Engagement**

- Assist Local Partnerships in planning and executing community events to engage people as supporters—volunteers, donors, partners—of First Steps.

- Develop and execute an internal communications plan that ensures open and consistent flow of information between and among local partnerships, state office, and state-level programs.
- Assist with mobilizing local partnerships for joint communications efforts.
- Co-lead the planning team for the annual Early Childhood Summit.
- Ensure SC First Steps is well represented at events in the community. Speak on behalf of SC First Steps at community functions and coordinate the appearances of other SC First Steps team members, partners, supporters, and clients to speak on behalf of SC First Steps.
- Build partnerships and link the agency with allies including other nonprofits, state agencies, and funders.
- Support legislative efforts, including developing materials for agency responses to inquiries.
- Build relationships with current and potential supporters and facilitate their engagement with volunteer, donation, and partnership opportunities.
- Coordinate internal resources to be responsive to supporters seeking to engage as volunteers, donors, or partners.
- Help ensure the integrations of systems for enrollment in programs (i.e. 4K).
- Offer meaningful gestures of appreciation for supporters and coordinate appreciation activities of the staff and board.

### **Qualifications**

- Minimum of a B.A. degree.
- At least 5 years of relevant professional experience.
- Experience developing and implementing communications and/or public relations strategies.
- Experience managing projects.
- Experience with event planning, fundraising, and/or development.
- Excellent writing/editing and verbal communication skills, including public speaking skills.
- Excellent digital and computer skills, for example experience with database management, graphic design, communications software applications, social media, website maintenance, etc.
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.
- Relationship builder with the flexibility and finesse to “manage by influence.”
- High energy, maturity, and leadership skills with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, local affiliates (partnerships), childcare partners, volunteers, donors, and clients.
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives.
- Must be trustworthy, hard-working, positive, a team-player, and dedicated to the mission of SC First Steps.

### **Other Requirements**

- Must possess a valid driver’s license and vehicle to use in performance of job. Position requires some travel within South Carolina.
- Must be able to pass criminal background and child and adult maltreatment screens and a pre-employment drug screen.
- Ability to lift up to 25 pounds

**Benefits:**

This position is eligible for a variety of benefits from a comprehensive health and dental insurance program to a solid and secure retirement system. The State of South Carolina offers a competitive benefits program for state employees.

SC First Steps is an equal opportunity employer.

SC First Steps is a drug-free workplace.

**To apply, visit <https://bit.ly/3KQK1Bk> and submit your cover letter and resume to Avian Jones at [HR@scfirststeps.org](mailto:HR@scfirststeps.org).**