

PUBLIC RELATIONS EVENTS COORDINATOR

Office-based, Service Center Columbia with Council-wide Travel

Girl Scouting is the largest organization for girls in the world. Our mission is to build girls of courage, confidence, and character who make the world a better place. Through activities in science and technology, business and economic literacy, and outdoor and environmental awareness, Girl Scouting provides girls with opportunities for fun and friendship while fostering the development of leadership skills and self-esteem.

Girl Scouts of South Carolina – Mountains to Midlands council is the largest organization serving girls in South Carolina. The council has a current membership of close to 10000 girls, more than 2,500 volunteers and a staff of 45 (plus an additional 50+ seasonally). With an annual council budget of \$3 million, our service is currently supported through three administrative service centers, five camps, four out-based offices, and three troop program sites.

POSITION SUMMARY

The **Public Relations & Event Coordinator** for Girl Scouts of South Carolina Mountains to Midlands plans and executes events which provide a consistent brand message to respective stakeholders and cultivates and sustains a favorable public image through relationships with media, stakeholders, and community partners. Secures funding through sponsorships to cover the cost of events. Leads public relations efforts to help to position the Girl Scouts of South Carolina-Mountains to Midlands as the premier girl-serving organization in the Upstate and Midlands of South Carolina. Collaboratively works with internal teams, vendors, volunteers, the community and others to plan annual events and other special functions as directed.

OBJECTIVES / RESPONSIBILITIES

Public Relations:

- Supports public relations by managing information output and handles incoming requests for information from media outlets to ensure consistent, timely, relevant messaging as aligned with Girl Scout branding.
- Proactively seeks media coverage at the local and regional levels through news releases, media pitches, developing and implementing public relations plans and building relationships with key media to promote Girl Scout program and leadership.
- Prepares talking points, speeches, presentations and public correspondence on behalf of the council as necessary for the CEO and the council's Board of Directors.
- Manages and coordinates the development and implementation of public relations and advertising for council program, activities and events.
- Facilitates internal communications to include Monday Minute and other collaborative efforts as align with external community communications.
- Assists with crisis communication strategies and responds to sensitive issue inquiries as directed.
- Contributes in proofreading and editing news releases, publications, and graphic design projects.
- Manage, contribute to and lead writing of news releases, marketing and advertising materials copy, and brochures to ensure the writing meets branding standards.
- Supports the Vice President of Marketing and Recruitment to ensure an integrated constituency plan is in place serving the marketing, communication, public relations, digital, and print requirements for the council and in accordance with GSUSA strategies.

Event Coordinator:

- Leads and executes marketing and communications of council special events and programs including the Annual Meeting, Powerful Women Summits, Gold and Silver Recognition, Volunteer Recognition, Upstate and Midlands Gives, Giving Tuesday and others as directed in alignment with brand standards managing all communication with partners.
- Applies professional interpersonal communications skills establishing and maintaining cooperative working relationships with staff, vendors, donors, sponsors and all parties involved and contributing to the event's initiatives and success.
- Creates and executes special event work plans and sets goals for each event including its profile, program, revenue goals, budget, communications and media initiatives.
- Serves as project coordinator for respective event and provides leadership in the design and execution of each event's program including schedule, entertainment, script, speechwriting, role assignments and messaging.
- In collaboration with internal teams, supports and secures event sponsorships and participant donations to support marketing and event campaign collateral and promotional materials for mail, point-of-engagement, digital platforms, and other distribution outlets.
- Conducts special event donor prospect research and cultivation; generates event and print sponsor prospects, solicitation proposals, and other special event contribution opportunities and reports.
- Contributes to the team, providing leadership in and management of confirmed special event planning, coordinating, sponsoring, and all registered participants ensuring high-level donor stewardship standards are met.
- Coordinates and manages events on-site, including the event program and logistical details. Develops and prepares; reports that track ROI, recaps, analyses and post event debriefs.
- Prepare budgets and ensure adherence; prepare reports that predict, measure and analyze financial success of events conducting revenue reconciliation, closing and reporting by processing and tracking special event program pledges, revenue, and sponsor/donor invoices and other event revenue sources.
- Demonstrated excellent organizational and problem-solving skills to prioritize and manage multiple projects and complete tasks with a high degree of accuracy and timeliness with minimal supervision; ability to problem solve and quickly adapt.

QUALIFICATIONS

- Bachelor's degree in related field or equivalent experience to include eight (8) years of combined demonstrated experience in public relations, media, event planning, sales, fundraising and/or marketing.
- Professional, demonstrated experience in public speaking, clear and effective communications, marketing and public relations.
- Exceptional written, verbal, listening and interpersonal skills with the ability to be diplomatic, persuasive, and build support and commitment.
- Excellent listening and interpretive skills to identify, assess, and respond to needs.
- A genuine, trustworthy, and inviting demeanor supported by polished communication skills
- Superior organizational skills, with the ability to carry out a variety of responsibilities with shifting priorities.
- Meticulous attention to detail, organizational and time management skills; the capacity to manage daily workflows and deadlines with equanimity.

REQUIRED SPECIALIZED OR TECHNICAL KNOWLEDGE

- Superior communication skills exhibiting confidence and clarity of Girl Scout brand, mission and initiative to diverse audiences.
- Demonstrated presentation skills, and ability to create the messaging according to the specific audience.
- Ability to work a flexible schedule, which includes day travel and regular evenings and some weekends.
- Perform tasks that involve the ability to exert light physical effort with may include some lifting, carrying, pushing, and/or pulling objects and materials of moderate weight (20 – 25 pounds).
- Must hold personal membership in the Girl Scout organization and subscribe to the tenets of the Girl Scout Promise and Law.
- Must have personal transportation and the ability to drive; possess a valid South Carolina driver's license, maintain personal auto insurance meeting council insurance company's requirement for coverage, and submit to drug test and background search.

BENEFITS

- Rich, comprehensive medical (BCBS plan), dental, and vision benefits that includes Council covering 15% of the employee costs; dependent coverage is also offered
- Fully-funded Employer paid Life/ AD&D insurance plan (also offering supplemental options to include dependent coverage)
- Fully-funded Employer paid Short-term and long-term insurance disability plans to ensure you have that extra coverage if needed
- Robust 401(K) Retirement Savings Plan with employer match to support you saving for the future
- Generous PTO accrual by pay period along with holidays and floating days
- Mileage reimbursement for those travel times
- Employee Assistance Program offering a vast array of support and guidance to include Will preparation, saving for a mortgage, etc.
- Flexible Spending Account that helps you save even more with medical needs

HOW TO APPLY

This Vacancy Notice will remain active until all position openings are filled. For consideration, please forward your cover letter, resume and salary requirements to humanresources@gssc-mm.org.

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