



**Job Title:** Public Relations and Communications Manager  
**Reports to:** President/CEO  
**Status:** Full Time Salary

## ABOUT US

United Way of the Lowcountry unites the community to identify and solve our most critical issues. We are dedicated to improving people's lives and creating community-level change. Our work includes leading cross-sector collaborations, advocating for public policy changes and investing in programs that create opportunities for members of our community to achieve self-sufficiency. United Way of the Lowcountry currently partners with corporate, foundation, individual, and government funders to address the community's most pressing needs and drive sustainable results. In Beaufort and Jasper counties, we're working to create a brighter future for all. We do this in two ways: by providing essential services that meet the immediate needs of our most vulnerable residents and by investing strategically in education and economic mobility programs.

## POSITION SUMMARY

United Way of the Lowcountry (UWLC) is seeking a talented, self-directed PR & Communications Manager to super-charge our outward-facing public relations and communications efforts. This position brings our mission to life - gathering stories, creating compelling content, managing key publication projects and cultivating strong media relationships that elevate UWLC's impact and voice in the community. The PR & Communications Manager is responsible for communication efforts that inspire and motivate stakeholders to INVEST IN SELF-SUFFICIENCY, GET INVOLVED, and TAKE ACTION toward achieving UWLC's mission and bold community goals.

## PRIMARY DUTIES AND RESPONSIBILITIES:

### Marketing Planning and Strategy

- Create and execute an integrated marketing and communications plan that includes public relations, digital and print media, events, and other awareness strategies across all departments.
- Align communications strategies with organizational goals and annual priorities.

### Brand Voice & Content Management

- Create, maintain, and update the organization's Internal Style Guide with bi-annual reviews.
- Serve as the organization lead for electronic newsletters, content curation, and digital media.
- Create content calendar, write, edit and proofread article content for organizational electronic newsletters, digital platforms, and website.
- Collaborate with other departments for content ideas and stories.
- Oversee and/or support development of communications materials in collaboration with the broader team, ensuring consistency with UWLC's brand voice and messaging based on United Way Worldwide brand guidelines and membership agreement.
- Draft scripts and talking points and presentation decks for staff and presenters for community and donor events ensuring accuracy of data, consistency with brand voice and key messaging points.

### Storytelling

- A strong writer who is not afraid to seek out a story resulting in concise and compelling content that engages and inspires the audience.

- Interview families whose lives are improved by UWLC programs, volunteers, donors, agency partners, and community stakeholders.
- Articulate UWLC's impact work using outcome data in compelling ways that inspire action and investment.
- Capture and curate visual storytelling through photography, videography and/or imagery.
- Serve as editor in-chief by coordinating with others to develop, copyedit and optimize content for appropriate channels.

### **Public Relations and Media Management**

- Create and execute a proactive public relations strategy to enhance the organization's visibility and reputation.
- Serve as primary media contact for the organization, responding to inquiries coordinating interviews and crafting press releases, op-eds and media statements promoting UWLC initiatives, investments, partnerships, grant funding, and signature events (including ALICE data releases, Annual Meeting, Women United Events, VITA, Showers of Dignity and other events).
- Assist staff with preparation for interviews or live media appearances by refining messages and explaining the process and procedures for the media opportunity and more.
- Update and maintain current Media Contact list and track earned media coverage.

### **Event Planning & Execution**

- Serve as staff lead in all events including Annual Meeting, Secession Golf Tournament, Palmetto Bluff Donor Event, and others.
- Manage and maintain those vendor relationships related to events including facility management, caterers, bartenders, and musicians.

### **Publication/Collateral Management**

- Scope, plan, and manage production timelines for organizational publications and collateral, including fundraising materials, impact reports, community goal tracking reports, and case for support.
- Manage the end-to-end production – layout, design, editing, approvals, printing, and distribution – working with internal staff, contractors, and external vendors as needed.
- Prioritize, schedule, respond to and perform work associated with marketing requests from internal clients while maintaining quality and brand consistency.

### **Additional Responsibilities**

- Ensure consistent use of approved brand identity guidelines throughout organization and monitor application fidelity.
- Collaborate with staff, share resources and work product for coordinated messages.
- Participates as a champion, project lead, and/or member of organizational development teams as required.

### **SKILLS & EXPERIENCE:**

- Minimum of 3 years work experience in public relations, marketing, communications, or related role.
- 3 years of project management experience preferred.
- Proficiency with AP Style standards for media relations efforts.
- Experience writing for fundraising and stewardship – using best practice principles.
- Experience with layout software like Canva or Adobe InDesign preferred.
- Proficiency with mass email marketing platforms such as Levitate, Mailchimp or Constant Contact
- Proficiency with Microsoft Office Suite required.

- Excellent writing, editing, verbal, and presentation skills.
- Have a passion for UWLC's mission and commitment to community impact
- Bring energy, creativity, and a sense of fun to the role.
- Valid South Carolina driver's license with a clean driving record

#### **UNITED WAY CORE COMPETENCIES FOR ALL STAFF**

- Mission-Focused: Catalyze others' commitment to mission to create real social change that leads to better lives and healthier communities. This drives their performance and professional motivation.
- Relationship-Oriented: Understands that people come before process and are astute in cultivating and managing relationships toward a common goal.
- Collaborator: understands the roles and contributions of all sectors of the community and can mobilize resources (financial and human) through meaningful engagement.
- Results-Driven: Dedicated to shared and measurable goals for the common good; creating, resourcing, scaling, and leveraging strategies and innovations for broad investment and impact.
- Brand Steward: Steward of the brand and understands his/her role in growing and protecting the reputation and results of the greater network.

**Why Join Us?** If you are a reliable, detail-oriented individual passionate about making a positive impact in the community, we encourage you to submit your resume and be part of a team dedicated to providing dignity and support to those in need. Please submit resume to [Humanresources@uwlowcountry.org](mailto:Humanresources@uwlowcountry.org).

United Way of the Lowcountry is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, disability, age, sexual orientation, gender identity, national origin, veteran status, or genetic information. United Way of the Lowcountry is committed to the full inclusion of all qualified individuals. As part of this commitment, UWLC will ensure that persons with disabilities are provided reasonable accommodations if reasonable accommodation is needed to participate in the job application, interview process, or to perform essential job functions, and/or to receive other benefits and privileges of employment.

United Way of the Lowcountry | 1277 Ribaut Rd, Beaufort, SC 29901 | [www.uwlowcountry.org](http://www.uwlowcountry.org)