



SPRING HILL COLLEGE

Position: Public Relations Specialist (Copywriter/Editor)
Department: Marketing and Communications

This position reports to the Director of Marketing and Communications. The successful candidate must be an exceptional copywriter and communicator with experience in various fields, including internal communications, marketing/advertising, and strategic communications. They should also be a compelling storyteller. Daily duties include writing and editing support for news and feature stories, internal employee communications, press releases, SHC website content, social media, newsletters, and speeches/talking points.

Additionally, this role involves supporting the Director of Marketing and Communications in various assigned areas. These may include, but are not limited to, photography, content creation for social media, and marketing content development.

As a member of the Marketing and Communications department, this position is expected to collaborate with the team to support the College. The ability to be a team player is a requirement for this position.

Summary of Work for this Position

Public Relations Specialist responsibilities are as follows:

- Managing all internal and external communications and marketing for the college, from conception to execution and distribution
- Assist with admission and advancement marketing materials and proposals, such as direct mail, email campaigns, brochures, donor proposals, etc.
- Work with the Director of Marketing and Communications to maintain content calendars and coordinate with other departments to develop story coverage plans, including supporting visuals, interviews, and unique story angles.
- Research, write, edit, and proofread content for college print and online publications, including Spring Hill Magazine (print and online), annual reports, special events collateral, internal and external electronic newsletters, print and online ads, and web copy.
- Developing all communication, ensuring accuracy, timeliness, and distribution through the appropriate channels, as well as adherence to college guidelines
- Managing the promotion of college events and the creation and distribution of the college's e-newsletters as assigned by the Director of Marketing and Communications
- Communicating with internal and external audiences by developing content that advances the college's goals as outlined by the strategic plans
- Writing and editing news and feature stories for the college's print and online publications that highlight student and faculty research, events, and awards across the college's departments, divisions, and programs
- Support public relations and media relations initiatives, such as writing press releases, media advisories, and supporting story materials for media, as well as story development and pitching.
- Will work with the Social Media Coordinator on the college's social media strategy – creating and curating digital content
- Capture photographs and visuals as needed to support content creation and marketing materials.
- Writing content for departmental marketing and promotional materials, including booklets, brochures, rack cards, and banners
- Collaborates with the Marcom creative team on design and photography for marketing collateral
- Serving as the Marcom liaison when looking to develop news stories and media releases used to amplify programs and college messaging and ensure consistency and brand integrity

- Pitches news ideas to the Director of Marketing and Communications as it relates to leveraging current media, national news, features, and profiles for attention and awareness
- Serving as the primary content manager for the college's websites. Editing, creating, and updating content on the departments' program pages following university branding and website guidelines
- Post to social media accounts as requested.
- Support other writing and editing needs of the marketing office as requested.
- Other duties as assigned.
- Proofing and editing internal and external communications as requested.
- Writing remarks, correspondence, and presentations for the President, Trustees, and Executive Committee

Minimum Education and Experience Requirements

Bachelor's degree in a discipline related to assignment or equivalent combination of training and experience. All degrees must be received from appropriately accredited institutions.

Preferred education, professional skills, and experience

- 3+ years experience working under journalistic principles and practices, as well as standard English and grammar rules for writing and editing
- Experience working in higher education, using effective communication and marketing materials to deliver the college's mission
- Ability to think strategically about how best to communicate with internal and external audiences, including developing appropriate content that furthers the college's goals, analyzing and using existing communication tools, and determining the proper applications of web, print, video, social media and/or other communication tools that would best address specific promotional needs
- Knowledge of and ability to apply college-style guidelines and AP style to publications
- Ability to build positive relationships with members of the campus community and offer creative solutions to content challenges
- Ability to handle multiple tasks, meet deadlines, be creative, operate effectively as a team member, and work under pressure with strict attention to detail
- Ability to converse effectively and maintain contact with faculty, staff, the media, alumni, students, vendors, and government officials

THE COLLEGE RESERVES THE RIGHT TO CHANGE, ADD, OR REASSIGN JOB DUTIES OR COMBINE POSITIONS, OR PORTIONS THEREOF, AT ANY TIME. THIS JOB DESCRIPTION IS NOT AN EMPLOYMENT AGREEMENT OR CONTRACT. SPRING HILL IS AN EQUAL-OPPORTUNITY EMPLOYER.

The position is open until filled. To apply, please send your cover letter, writing samples, resume, and three professional references to Christopher Armstrong, Director of Marketing and Communications, Spring Hill College, 4000 Dauphin Street, Mobile, AL 36608, or send it electronically to carmstrong@shc.edu. Off-list references may be checked.