

**Title: Public Relations Specialist**  
**Position Start: January (part-time, 20-24 hours/week)**  
**Location: Georgetown, SC**  
**Salary Range: (\$18,000-\$28,000)**

### **Summary**

The mission of the **South Carolina Environmental Law Project (SCELP)** is to protect the natural environment of South Carolina by providing legal services and advice to environmental organizations and concerned citizens and by improving the state's system of environmental regulation. 32 years after its creation, ushered in by a landmark community victory against the proposed siting of an oil refinery in Winyah Bay, SCELP remains the legal champion of SC's natural environment and is proud to call Georgetown home. We handle a wide range of environmental issues, from hazardous waste to water quality, from wildlife and habitat conservation to beachfront management and climate change. We primarily work with citizens' groups and advocacy organizations throughout the state, and we have represented nearly all of SC's environmental groups.

### **Description**

SCELP is seeking a part-time, competent Public Relations (PR) Specialist to shape and protect our organizational image in ways that promote our work, values and mission. The position will be responsible for maintaining media and public relations overall, content management on traditional and digital channels, assisting in communications planning and collaborating with SCELP team in all promotional activities.

Candidates must possess communications savvy and technical skills. Experience in corporate communications, project management and social media will be given priority. The chief goal is to expand the public awareness of the organization and its brand.

The position will report to the Executive Director and the Program Manager, and will work closely with all staff. This position offers unique opportunities for professional growth and career development. While the position will begin as part-time, transition to full-time employment is likely within a year for the right candidate.

The **goals and key responsibilities** of this position include the following:

- Contribute to PR strategies, campaigns and initiatives, assisting in internal communications and reporting, supporting the implementation of all promotional plans, all to enhance the organization's voice and presence through online and offline channels

- Manage media relations and requests, cultivating and maintaining relationships with regional and national media, developing and maintaining press kit materials, including press releases, pitch letters, case studies, feature articles, and trend stories
- Research, execute, and coordinate projects to advance the organization's brand and public relations objectives, curating/producing news web page and social media posts, which includes finding artwork, resolving technical problems, and following up with readers, as needed
- Plan and supervise special events, fairs, conferences, coordinating scheduling, logistics and follow up with attendees, as needed
- Lead survey initiatives and analyze public opinion

### **Qualifications**

The PR specialist is expected to be current and knowledgeable about best practices in traditional, digital and other media with a willingness to continue learning as the industry evolves, and to have a sound knowledge of the structure and content of the English language. Specific requirements for this position include:

- Proven experience as public relations/communications specialist or similar position (2 years or more preferred)
- Experience in project management and execution of PR campaigns and/or initiatives
- Familiarity with all major social media platforms (Twitter, Facebook, Instagram, etc.)
- Demonstrated commitment to SCERP's mission and environmental protection values
- Must be flexible, proactive, very well organized, and able to work efficiently under strict deadlines
- Working knowledge of MS Office; photo and video-editing software
- BS/BA in PR, communications, journalism or relevant field
- Good sense of humor

### **To Apply**

Please send your resume, a cover letter and salary requirements to [filippo@scelp.org](mailto:filippo@scelp.org)