



Position Description: Communications Associate (30 hours/week)

About IMPH

The South Carolina Institute of Medicine and Public Health (IMPH) is a nonpartisan, nonprofit, independent 501(c)3 organization working to collectively inform policy to improve health and health care in South Carolina. IMPH provides evidence-based information to guide policymakers in making impactful health policy decisions. Core organizational values include integrity, excellence, transparency, and collaboration.

Equal Employment Opportunity

IMPH is dedicated to the principles of equal employment opportunity in any term, condition or privilege of employment. We do not discriminate against applicants based on age, race, color, ethnicity, genetic information, sexual orientation, gender, gender expression, pregnancy, religion, national origin, disability, veteran status, or any other status protected by federal, state, or local law.

Position Description

In coordination with the Executive Director, this role will support all external communications strategies and marketing activities, ensuring alignment with the Institute's overall strategic communications plan. This position will manage the writing and style guides to ensure consistent implementation of writing standards and branding across the organization and grow the reach of the organization's website, social media channels (X, Facebook and LinkedIn), and email newsletter. The individual in this role should be talented at writing for diverse audiences related to a variety of health topics and working collaboratively with the IMPH team to support emerging organizational needs.

Role Responsibilities

- Support all external communications strategies and marketing activities, ensuring alignment with the Institute's overall strategic communications plan and reaching annual reporting targets for social media, email newsletter engagement, and website analytics. This includes maintaining and updating IMPH's website and collaterals as needed.
- Manage the Institute's writing and style guides to ensure consistent implementation of writing standards and branding across the organization and serve as the team expert in IMPH's voice and writing style.
- Proofread and check all materials and messages, including references and footnotes, with a focus on accuracy and attention to detail.
- Develop content and manage IMPH social media, including Facebook, LinkedIn and X, with a focus on growing followers and reach across all platforms.
- Serve as the main point of contact for the Institute's marketing consultant, including:
 - Serve as the media coordinator to support IMPH spokesperson (Executive Director).
 - Support media outreach for report distribution, promotion, and branding opportunities.
 - Guide the development of data visualization for all publications.
 - Develop templates to support communications efforts.

- Oversee IMPH's Mailchimp database to keep it up to date and maximize the reach of newsletters.
- Incorporate, research and experiment with communication tools such as videos and reels.
- In coordination with the Legislative Engagement Manager, support legislative engagement strategies and communications as needed.
- In coordination with the Senior Director, Policy Initiatives, support ongoing communications efforts throughout the taskforce process to include specific communications plans, announcements and collaterals.
- Work with the Executive Director to identify external messages outlining the organization's impact through platforms such as the website, social media and an annual report.
- Support IMPH event logistics, including Health Policy Fellow Program sessions and receptions.
- Work collaboratively with other IMPH team members to support emerging organizational needs.
- Other duties as determined by the Executive Director as appropriate.

Supervisory Responsibilities

None

Periodic travel may be required.

Minimum Qualifications

A bachelor's degree in communications, public relations or a related field with at least three years of relevant work experience. All degrees must be conferred from a college, university or institution of higher education recognized by the U.S. Department of Education and Council for Higher Education Accreditation (CHEA).

Additional qualifications required include:

- Proficiency in Microsoft Office (Outlook, Word, PowerPoint, Excel), Canva, MailChimp, Google Analytics and WordPress.
- Ability to communicate (interpret and translate) health-related issues to a broad audience both orally and in written formats; the ability to explore, analyze, interpret and report data and research to mixed audiences.
- Experience with developing captivating visuals and communications collateral.
- Familiarity with managing social media across all platforms and producing engaging content.
- Demonstrated experience with communications campaigns.
- Exceptional written communication skills, including the ability to translate complex ideas into clear, easy-to-understand concepts.
- Experience with establishing and maintaining effective, positive and professional working relationships with others.
- Attention to detail, excellent customer service skills, flexibility in a dynamic environment and the ability to perform independently as well as part of a small team.
- A high level of self-motivation, self-direction and intellectual curiosity.
- A commitment to professional excellence and the ability to exercise sound judgment, objectivity and diplomacy.
- Strong problem-solving skills.
- The ability to balance competing priorities, time management skills, and follow-through.

Preferred Qualifications

A bachelor's degree in communications, public relations or a related field with at least five years of relevant work experience. All degrees must be conferred from a college, university or institution of higher education recognized by the U.S. Department of Education and Council for Higher Education Accreditation (CHEA).

The ideal candidate will also have:

- Photography skills.
- Public speaking and presentation skills, including experience presenting complicated subject matter to non-expert audiences.
- Experience with Adobe Creative Suite.