



SOUTH CAROLINA COUNCIL ON COMPETITIVENESS

Director of Communications

Contact: Please send resume & cover letter to:
South Carolina Council on Competitiveness
Attn: Sue-Ann Shannon, President & CEO
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Who Are We?

The South Carolina Council on Competitiveness was formed in 2004 by a broad range of stakeholders from the public, private, academic, and nonprofit sectors to help our citizens, our businesses, and our state become more competitive on the global stage. Our work supports economic development efforts across the state through economic research, support for industry clusters, and education and workforce development initiatives.

We research and publicize the growth of our state and design ways to get the message of South Carolina's business community and major industries out of the Southeast and into the world beyond our borders. Moreover, we collaborate with business leaders, educators, students, parents, and policy makers to transform our schools so that our student graduates are prepared for careers, college, and citizenship. The Council's communications team works with schools, public agencies, cutting-edge aerospace technology manufacturers, major corporations within supply chains, and the network of ports and shipping routes that carries goods across the globe.

What Is My Role at the Council?

As our Director of Communications, you'll report to the President & CEO of the South Carolina Council on Competitiveness, supervise communications personnel and vendors, and oversee the day-to-day management and execution of marketing, social media, event planning, and public relations activities for the Council and each of its statewide clusters, programs, and initiatives.

The Director of Communications will serve as a member of senior management and support the President & CEO in charting the direction of the Council. In addition to working hand-in-hand with the President & CEO, this position is expected to work alongside each cluster/initiative director to offer strategic direction for all marketing and promotional activities and manage the successful implementation of each initiative's communications program. Therefore, the ideal candidate will be a self-starter who is able to simultaneously manage and prioritize multiple projects and events and who prepared to troubleshoot problems with creativity and diplomacy.

The Director of Communications must have an ability to work with and engage high-level stakeholders and build relationships with partners and industry peers. They will have a working knowledge of business-development strategies and an understanding of current events and policies that impact the work of the Council and its clusters/initiatives.



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Requirements:

- Bachelor's degree in communications-related field is preferred, and a graduate degree in a communications-related field is desirable.
- A minimum of five years' experience, with increasing levels of responsibility for planning and executing robust communications programs.
- Strong track record of achieving measurable results through media outreach, including placing op-eds and generating coverage for topical research reports and events.
- Hands-on experience with media-engagement software such as Meltwater or CisionPR/Vocus.
- Hands-on experience with e-marketing and social media management platforms such as MailChimp and Buffer.
- Experience overseeing the design and production of print materials and publications.
- Strong writing and editing ability are essential, including sharp press releases, blog posts, and op-eds.
- Thorough understanding of digital communications is a must, including the fundamentals of website content management. Familiarity with WordPress is preferred.
- Practical experience and sound judgment using social media to raise the profile of an organization.
- A personable and collaborative team player with exceptional organizational habits and a proven ability to handle multiple communications projects at once.
- Working knowledge of South Carolina's economy and education system.
- Experience interacting with C-level business executives, economic developers, and leaders from the education community is preferred.

The Council offers a competitive compensation package with select benefits.

- ❖ www.sccompetes.org
- ❖ <http://sccompetes.org/transformsc>
- ❖ www.sclogisticsindustry.com
- ❖ www.scaerospace.com