Communications Coordinator

Contact: Please send resume & cover letter to:
South Carolina Council on Competitiveness
Attn: Susie Shannon, President & CEO
sshannon@sccompetes.org

Who Are We?

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 team works with K-12 schools and universities; public agencies; aerospace manufacturers; major corporations within supply chains; transportation, distribution, and logistics companies; and cutting-edge technology and cybersecurity firms.

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.

What Would I Do Every Day?

As our Communications Coordinator, you’ll report to the Director of Strategy & Communications of the South Carolina Council on Competitiveness and assist in the day-to-day management and execution of social media, public relations, and marketing.

The Communications Coordinator will:

- Design, create, post and track social media content for Council initiatives.
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics.
- Work with initiative directors in order to keep social media content relevant, timely, and impactful.
- Measure web traffic and monitor search engine optimization/SEO.
- Working with the initiative directors and the Council’s Project Coordinator, draft, develop,
and disseminate marketing and communications materials for each initiative to further the goals of managing, marketing, and connecting South Carolina’s industry clusters via online and print media.

- Monitor national, state, and local media for industry trends and information relevant to the Council, its partners, and its initiatives.
- Develop and maintain a media contact list for sharing news from the Council and its initiatives, as well as offering the Council’s senior staff as experts for media.
- Coordinate with outside vendors as needed and manage vendor relationships.
- Write, edit, produce, and distribute compelling editorial content, including e-newsletters, web content, and other communications.
- Update and manage the Council’s website and initiative websites.
- Create and manage a regular schedule of newsletters and social media content for the Council and its initiatives.
- Design and distribute emails transmitting initiative newsletters, event emails and follows, and other emails as needed.
- Provide on-the-scene and day-of event coordination and support.

Our Ideal Candidate Will Have:

- **A Must** –
  - Bachelor’s degree in communications, marketing, or public relations
  - Approximately three (3) years’ experience in public relations, marketing, and/or social media
  - Strong writing and editing skills
  - Solid understanding and experience with AP Style
  - Comfort with multi-tasking and working under deadlines
  - Familiarity with social media platforms and how to use platforms for marketing, including Facebook, Twitter, and LinkedIn
  - Proficiency in Microsoft Office and Google platform (and related products)

- **A Plus!**:
  - Adobe Creative Suite products
  - Graphic design and videography
  - WordPress and HTML
  - Email marketing platform (e.g., MailChimp, Constant Contact)

South Carolina Council on Competitiveness:

- [www.sccompetes.org](http://www.sccompetes.org)
- [http://sccompetes.org/transformsc](http://sccompetes.org/transformsc)
- [www.sclogisticsindustry.com](http://www.sclogisticsindustry.com)
- [www.scaerospace.com](http://www.scaerospace.com)