

Job Description: **Communication and Events Manager**

Position Type:

Full-Time (37.5 Hours Per Week) with Full Benefits

Salary:

\$60,000.00 to \$84,000 Annually

Work Hours:

Monday to Friday, 8:00 am to 4:00 pm, with occasional after-hours meetings and events

FLSA Status:

Exempt

Job Summary

Under limited supervision, the Communication and Events Manager is responsible for planning and implementing the town's overall communication and public engagement strategies. In fulfilling these duties, this position will undertake a variety of functions including citizen engagement, communication, content creation, event management, media relations, public outreach, and website and social media management. The position will serve as the Communications Official under the town's Comprehensive Emergency Plan and will be responsible for directing all communication to and from the town in connection with emergency events impacting the Town. The Communication and Events Manager reports to the Town Administrator.

Minimum Training & Experience

- A minimum of a bachelor's degree in communications, graphic design, journalism, public relations, or related field is required.
- A minimum of four years' experience in professional public and/or community relations work is required, with an emphasis on managing external communications and public information programs. Prior government and/or emergency management experience is preferred. Prior experience working in a coastal community or a community with a high level of tourism is also a plus.
- Proficiency in Microsoft Office Suite is required, including Word, Excel, Access, Outlook, and PowerPoint. Experience with Adobe Creative Suite, including Photoshop, Illustrator and InDesign is strongly preferred.
- Must possess a valid South Carolina Drivers' License.
- Successful candidate must be self-motivated, highly organized, able to perform multiple tasks concurrently, and able to work independently and as part of a team.
- The town reserves the right to consider any combination of relevant education and experience that demonstrates a candidate's ability to successfully perform the duties of the position.
- The successful candidate will be subject to a pre-employment criminal background check, drug screening and employment verification.

Desirable Knowledge, Skills and Abilities

- Must possess excellent oral and written communications skills.
- Ability to communicate clearly and concisely with a variety of audiences and stakeholders, including local media outlets, elected and appointed officials, local businesses, community organizations, and members of the public.
- Ability to read, understand, interpret, and explain to the public complex information, including laws, policies, regulations, and technical information.
- Ability to create visual text and graphics to communicate ideas and messages that inform or inspire target audiences.
- Ability to coordinate and supervise the work of part-time personnel, volunteers, outside contractors, and vendors.
- Ability to perform research and present findings in a clear, concise, and effective manner.
- Ability to exercise tact and courtesy while interacting with the public.
- Ability to take initiative to fulfill duties under limited supervision.
- Considerable knowledge of administrative practices and procedures.
- Knowledge of applicable state statutes and regulations, including, but not limited to, the South Carolina Freedom of Information Act and South Carolina Municipal Records Retention Schedule.
- Knowledge of business English, spelling, grammar, and vocabulary.
- Knowledge of effective social media and marketing strategies.

Duties Include, But Are Not Limited To:

- Develops and maintains mail, email, and mobile device distribution lists/databases.
- Prepares and distributes announcements, e-blast notifications, text alerts, and newsletters.
- Prepares and distributes press releases and articles to local media outlets; handles media inquiries; coordinates and/or conducts media interviews; and serves as municipal spokesperson.
- Creates and distributes informational, educational, and promotional materials including, but not limited to, documents, reports, graphics, brochures, booklets, flyers, posters, and signs.
- Coordinates the preparation, and annual updating and mailing of the Town's Flooding Preparedness Booklets to property owners within the town.
- Maintains the town website and social media channels (Facebook, Twitter, YouTube, etc.); generates written content, graphics, photos, and videos for distribution on the town website and social media channels.
- Identifies and implements new opportunities and tools to enhance public engagement and participation.
- Plans and coordinates a variety of town events and activities including, but not limited to, Disaster Awareness Day, food truck rodeos, public shredding events, holiday events, Toys for Tots toy drive, and arts and cultural events.
- Procures necessary supplies, contractors, vendors, and/or venues for town events and activities, consistent with the town's procurement policies.
- Coordinates and supervises the work of part-time personnel, volunteers, outside contractors, and vendors.
- Coordinates events, activities, and promotions with local businesses and community organizations; attends outside events and activities on behalf of the town.

- Coordinates with outside agencies and organizations including, but not limited to local, state, and federal agencies; local businesses; community organizations; and non-profit organizations.
- Attends meetings of the town's Community Promotions and Engagement Committee; provides staff support and recommendations to the Committee Chair and Committee members.
- Assists the Community Promotions and Engagement Committee with the administration of the town's Community Promotions Grants program.
- As Communications Official under the town's Comprehensive Emergency Plan (CEP), performs a wide range of functions related to disaster planning, response, and recovery, including:
 - Activation and staffing of the town's Municipal Emergency Operations Center (MEOC);
 - When necessary, evacuating with elected officials, the Town Administrator, and key emergency management staff;
 - Directing all communications from the town in connection with a disaster event or other emergency occurrence impacting the Town;
 - Preparing public information statements for distribution on the town website, social media channels, CodeRED, eblast notifications, and on the town's phone system;
 - Providing updates to, and requesting resources from, state and county Emergency Operations officials;
 - Participating in state and countywide emergency conference calls;
 - Participating in all meetings and conference calls of the town's Disaster Recovery Council; and
 - Maintaining and testing emergency communication equipment (800mHz radios, HAM radios, and satellite phones) on a regular basis.
- Provides recommendations to the Mayor, Town Council, Town Administrator, and other members of town staff on matters related to communication and public engagement activities.
- Assists the Town Clerk/Treasurer with the processing of Freedom of Information Act (FOIA) requests and other requests for information.
- May fill in for, and perform the administrative duties of, the Town Clerk/Treasurer due to temporary illness or absence.
- Performs other related duties as assigned or required to meet organizational needs.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

Position Individual Requirements

- Maintains confidentiality of nonpublic information in all aspects of the job, whether information relates to people, activities or plans.
- Exercises initiative, independent judgment and discretion in fulfilling job duties.
- Maintains positive customer-focused relationships with co-workers, supervisors, agencies, the general public and all other internal and external customers.
- Consistently demonstrates courteous and professional customer service skills.

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

THE TOWN OF SEABROOK ISLAND IS AN EQUAL OPPORTUNITY EMPLOYER.

It is our goal to provide applicants and employees with equal employment opportunities in recruitment, hiring, benefits programs, training, promotion, leave practices, rates of pay, and selection for supervisory positions without regard to sex, genetic information, age, race, color, national origin, religion, military/veteran status, or disability.