

COMMUNICATIONS MANAGER

STARTING SALARY \$61,011.00- \$94,567

GENERAL DEFINITION AND CONDITIONS OF WORK:

Performs complex professional and difficult administrative work developing, planning, organizing, coordinating, and implementing the county's marketing, communications, social media and branding strategy; oversees and develops internal and external communications for the county, ensuring its message is consistent, engaging, and advances the county's goals; Creates and edits reports and news releases, for approval by County Administrator; Works with the Graphic Designer/Webmaster to keep website information current and relevant; produces a quarterly newsletter as well as brochures and flyers to promote County services, functions, and programs; prepares and maintains records, files and reports; does related work as required. Work is performed under the general supervision of the County Administrator. Supervision is exercised over departmental functions.

This is sedentary work requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects; work requires reaching, lifting, fingering, grasping, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for preparing and analyzing written or computer data, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse environmental conditions.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

Plans, develops, organizes, coordinates, implements, and manages the county's cohesive marketing, communications, social media and branding strategy; Oversees and develops internal and external communications for the county, ensuring its message is consistent, engaging, and advances the county's goals Keeps abreast of general overall operating activities of the County through direct contact with County Council, County Administrator and departments; Clear and concise communication with team members and senior management; Creates and edits reports and news releases, for approval by County Administrator; Understands the importance of timing and setting, responds to crises and setbacks, and ensures that information released is consistent with the county's goals. Preemptively plan to create and cultivate an environment of readiness and alertness; Coordinate meetings, press conferences, presentations, and press releases. Provides requested information to media representatives, members of the public as appropriate. Ensuring quality control of all information released; Manage media relations and develop contacts with media members, influencers, community leaders, and stakeholders
Develop communication strategies and branding initiatives that improve the county's reputation.
Promote newsworthy topics and stories to position the county as a thought leader
Develop internal publications (newsletters, email announcements, special projects, videos).
Understands copywriting, graphic design, layout, and publishing; Impeccable copywriting and copy editing abilities Support the County's growth objectives by creating smart, relevant, timely communications; Establish and drive a multi-channel communications strategy; Familiarity with social media platforms and social media marketing; Produces videos, podcasts for the public through social media, news conferences and/or radio as required. Assist in the creation of digital, video, audio, and print content; Track engagement across various platforms and make data-driven decisions
Research and support new communications related projects that can document, share, and promote the County of Spartanburg. Experience managing digital content; Working knowledge of content management systems, HTML coding, and digital graphics production; Experience with search engine marketing, Google Analytics, and Google AdWords; Familiarity with Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro); Proficiency with Microsoft Office (Excel, PowerPoint, Word)

Lead, conceptualize, produce and edit the County's video marketing/communications efforts; Works with the Graphic Designer/Webmaster to keep website information current and relevant; produces a quarterly newsletter as well as brochures and flyers to promote County services, functions, and programs; prepares and maintains records, files and reports; Help manage the County's website and social media channels; Support departments' media relations initiatives; does related work as required. Assess and report on the effectiveness of communication strategies. Assists with data collection, research, and listening sessions that may inform communication efforts. Must be able to understand and follow instructions – both oral and written – to work productively in a team environment and to skillfully use tools and equipment related to assignments, according to instructions. Ability to write clear and concise reports; ability to establish and maintain effective working relationships with associates, community partners, and the general public. Performs other duties as assigned; Performs related tasks as required.

KNOWLEDGE, SKILLS AND ABILITIES:

Excellent written, verbal, and listening communication skills. Excellent presentation skills. Experienced public speaker. Excellent organizational and time management skills. Excellent video production and editing skills, including with video editing software, preferably Final Cut. Pro X Proficiency with communication technologies. Proven social media practitioner and experience speaking to online audiences Understands role of local government. Strong and confident leadership track record.

MUST BE ABLE TO:

Pay attention to detail with a high level of accuracy. Work with minimal supervision. Meet deadlines Work independently and as part of a team. Effectively manage multiple projects. Demonstrate flexibility Exercise sound judgment and decision-making. Handle confidential information discreetly. Maintain a positive attitude and bring a spirit of cooperation of collegiality to the role.

EDUCATION AND EXPERIENCE:

Any combination of education and experience equivalent to graduation from an accredited college or university with major course work in journalism, mass communications, public relations or related field and 2 – 4 years of experience working in a marketing, communications, or public relations position. Established media relations a plus.

SPECIAL REQUIREMENTS:

Possession of an appropriate driver's license valid in the State of South Carolina.

APPLICATIONS ACCEPTED UNTIL POSITION IS FILLED