

Director of Communications

SCAC's Director of Communications provides strategic direction and oversight to create and carry out a comprehensive communications plan leading the Association's team of professionals who focus on public relations, marketing, social media, audio/video production, graphic design, and media relations. Job responsibilities include:

- Develop and coordinate communications and marketing efforts throughout the organization ensuring maximum use of content across various platforms based on a strategic vision to ensure all messaging and content align with the organization's brand, culture, editorial style, and issues approach.
- Manage a staff that creates print and digital products including, but not limited to, multi-issue print magazine and newsletter, monthly newsletter, annual report, daily social media, video and audio production, and website upkeep and growth.
- Write and edit print and digital content for multiple platforms to align with organization's communications goals.
- Serve as strategic media relations advisor to develop media relationships, ensure members of the media have access to information they need about the association and the operations of county government, develop and maintain a current media list to include social media contact information, and track media interactions.
- Develop and oversee organization-wide content strategy and calendar that ensures maximum use of all content across print and digital platforms.
- Develop and oversee the organization's brand management strategy ensuring all print and digital products align with the brand standards.
- Work with Risk Management staff to create and carry out marketing and retention plan for insurance programs.

Job Requirements

- 10+ years of increasingly responsible positions leading a multi-faceted communications team
- Bachelor's degree in Communications, Journalism, Public Relations or a related field
- Strategic thinker with a meticulous attention to detail, working well across departmental lines and meeting deadlines
- Proven ability to adapt in a fast-paced environment and solve complex problems thoughtfully and under pressure
- Excellent writer with the ability to make complex issues understandable for non-technical audiences (three published writing samples required)
- Proficient with Microsoft products and knowledge of content management applications and social media management and measurement tools. Experience with audio/video production and graphic design a plus.

Compensation and benefits

Excellent salary with state retirement, health and dental insurance, and other benefits.

To apply

Interested candidates may submit a letter of interest, resume, references, and three published writing samples to Anna Berger, Senior Director of Operations, to aberger@scac.sc or PO Box 8207, Columbia SC 29202-8207. No phone inquiries please. The position will remain open until filled.