

Job Title: Communications + Events Coordinator

Reports to: Chief Operating Officer / Director of Investor Relations

Location: Greenville, SC

FLSA Classification: Full-time Exempt

Base Salary Range: \$38,000-\$47,000 (Annual)

Work Environment: Employees work in the Greenville office; up to 2 days of remote work/week is allowed (after introductory period)

Benefits: Competitive package includes: opportunity for annual bonus, up to 25 days PTO, paid parental leave, annual professional development budget, health insurance, up to \$1,000 annual deductible reimbursement, 5% 401(k) match, life insurance, short/long term disability.

Application Instructions: All applicants should submit a résumé, cover letter, and three professional references (to be contacted only after in-person interviews with permission) to careers@upstatealliance.com. Please include “Communications and Events Coordinator” in the subject line of your submission as we are accepting resumes for multiple openings. No calls please.

Position Summary: As the Upstate grows, there’s constant buzz about investment and job creation – and the Upstate Alliance is at the center of this economic development process, helping projects come to life and supporting our local communities as they work to recruit new industry. The Communications + Events Coordinator will support the Alliance’s goals by writing and coordinating social media posts, developing content for a variety of uses, and managing ongoing email communications and campaigns. He/she will also support the planning, communications, and execution of a variety of events primarily for members/investors of the Alliance. If you enjoy creating unique experiences, finding new ways to tell stories and connect with people, and having fun with your work, this is the place for you!

I. Core Position Responsibilities

A. Communications

Supports the needs of the organization by:

- Participating in communications plans and campaigns
- Supporting the curation and creation of new content to meet organizational goals (Example: Writing blog posts; sharing news/content via newsletters)
- Developing ongoing email communications including newsletters, Upstate economic development announcements, event invitations, etc.
- Creating content for (and daily management of) Upstate Alliance & Move Up social media
- Posting content to the Upstate Alliance website
- Taking photos at company events; managing photo assets and editing them for use
- Using templates to create graphics for use in communications
- Managing email distribution lists within CRM and MailChimp to adhere to best practices
- Supporting special projects/campaigns/mailings using CRM
- Using CRM to track communications activities

- Supporting special projects led by the Communications & Engagement Manager

B. Event Management

Support/coordinate of a variety of events on behalf of the organization. Tasks may include:

- Event planning (identifying a venue, selecting a menu, coordinating complex logistics, creating name tags, working with others to identify design/print/signage needs, etc.)
- Creating online event registration pages & sending promotional emails
- Managing RSVPs and ongoing guest communication
- Event day support (managing technology, setting up signage, etc.)
- Must be able to attend scheduled events; occasionally events occur before or after traditional work hours
- Using CRM to track event data (member events and business recruitment events)
- Establishing and maintaining an inventory of processes and resources for event management

D. Other or Non-Core Position Responsibilities

- Support CRM Management
- Actively participate in relevant Upstate Alliance cross-functional teams, taking a leadership role as assigned.

II. Essential Skills and Experience:

- Bachelor's degree in related field (2+ years related experience ideal) or Associates Degree in related field with 4+ years of related experience
- Solid oral and written communication skills
- Ability to interact with a variety of individuals including employees, prospects, vendors, and investors
- Detail oriented with strong organizational skills
- Proven experience working in a multi-tasking environment
- Proven time management skills and ability to work under pressure
- Computer skills, including proficiency in Microsoft Office Suite (Word, Excel, PowerPoint)
- Familiarity with internet communication best practices
- Proficiency in social media and internet applications
- Ability to work independently and as part of a team

III. Beneficial Skills and Experience

- Experience in public or community relations, communications, marketing, and/or work within nonprofit or economic development organizations
- Experience using MailChimp, Eventbrite, or other similar tools
- Experience in Social Media Management
- Familiarity with Canva or Adobe Creative Suite (Lightroom, Illustrator, InDesign)
- Experience using Salesforce or other CRM
- Familiarity with WordPress

Please Note: The Upstate Alliance has a mandatory vaccination policy requiring COVID-19 vaccines and recommended boosters for all employees, and vaccination is a condition of employment.

The Upstate Alliance is an Equal Opportunity Employer and reasonable accommodations will be considered. Employees seeking an exemption from this requirement for valid medical or religious reasons may send a written request for accommodation to Human Resources to be considered.

VI. Mental and Physical Demands (per ADA guidelines)

Physical Demands Lift/Carry

Stand - **O (Frequently)**

Walk - **F (Frequently)**

Sit - **F (Frequently)**

Handling / Fingering - **C (Constantly)**

Reach Outward - **O (Occasionally)**

Reach Above Shoulder - **O (Occasionally)**

Climb - **O (Occasionally)**

Crawl - **O (Occasionally)**

Squat or Kneel - **O (Occasionally)**

Bend - **O (Occasionally)**

Lifting

10 lbs or less **O (Occasionally)**

11-20 lbs - **O (Occasionally)**

21-50 lbs - **O (Occasionally)**

51-100 lbs - **N (Not Applicable)**

Over 100 lbs - **N (Not Applicable)**

Push/Pull

12 lbs or less - **O (Occasionally)**

13-25 lbs - **O (Occasionally)**

26-40 lbs - **N (Not Applicable)**

41-100 lbs - **N (Not Applicable)**

N (Not Applicable) Activity is not applicable to this occupation.

O (Occasionally) Occupation requires this activity up to 33% of the time (0 - 2.5+ hrs/day)

F (Frequently) Occupation requires this activity from 33% - 66% of the time (2.5 - 5.5+ hrs/day)

C (Constantly) Occupation requires this activity more than 66% of the time (5.5+ hrs/day)