

**Job Title:** Communications + Events Coordinator

**Reports to:** Communications & Engagement Manager; works closely with our Chief Operating Officer/ Director of Investor Relations

**Location:** Greenville, SC

**FLSA Classification:** Full-time Exempt

**Base Salary Range:** From \$50,000, commensurate with experience

**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: merit-based annual bonus, up to 25 days PTO (paid time off), 12 company holidays per year, annual birthday PTO, paid parental leave, annual professional development budget, company cell phone, monthly employee wellness stipend, health insurance, up to \$1,000 annual deductible reimbursement, 5% 401(k) retirement contribution, 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](mailto:careers@upstatealliance.com). Please include “Communications and Events Coordinator” in the subject line of your submission. No calls please.

**Position Summary:**

The Upstate SC Alliance is a public-private nonprofit regional economic development organization, [funded by 220+ private sector companies](#), local governments and the SC Department of Commerce. We work in partnership with 10 counties and member cities to market South Carolina’s Upstate as a destination for doing business and a location where talent wants to live and work.

The Communications & Events Coordinator will support our Investor Relations program through email communications and planning and executing in-person events. One day you might be summarizing the region’s latest business news, hyping our quality of life on [Move Up](#) social, and building event registration pages. One morning might keep you on your feet for our monthly Coffee & Conversation: setting up catering and arranging seating; and greeting up to 50 guests for networking and a guest presentation that showcases the state’s economic development ecosystem. Our annual event series includes a golf tournament, oyster roast, women’s events, and Annual Meeting with 700+ attendees — and the Communications & Events Coordinator helps ensure a fabulous guest experience from advance promotion to onsite encounters.

**I. Core Position Responsibilities****A. Communications and Content Generation** – support 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 Adobe templates to create graphics for use in communications
- Managing email distribution lists within CRM and MailChimp to adhere to best practices
- Supporting special projects or campaigns
- Use CRM to track activities and manage investor relationships
- Supporting special projects led by the Communications & Engagement Manager

**B. Event Management** – support / coordinate a variety of events on behalf of the organization, which 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 and 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
- Establishing/maintaining an inventory of processes and resources for event management

**C. Other Responsibilities**

- Support CRM Management, such as maintaining contacts & investor profiles
- Manage inventory for promotional items
- Actively participate in relevant Upstate Alliance cross-functional teams, taking a leadership role as assigned
- Maintain promotional item inventory

## **II. Essential Skills and Experience:**

- Bachelor's degree in related field (2+ years related experience ideal) or Associate's 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 members
- 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, Canto, or other similar tools
- Experience in Social Media Management
- Familiarity with Adobe Create Suite (Lightroom, Illustrator, InDesign)
- Experience using Salesforce or other CRM
- Familiarity with WordPress

## **VI. Mental and Physical Demands (per ADA guidelines)**

### **Physical Demands Lift/Carry**

Stand - Frequently  
Walk - Frequently  
Sit - Frequently  
Handling / Fingering - Constantly  
Reach Outward - Occasionally  
Reach Above Shoulder - Occasionally  
Climb - Occasionally  
Crawl - Occasionally  
Squat or Kneel - Occasionally  
Bend - Occasionally

### **Lifting**

10 pounds or less - Occasionally  
11-20 pounds - Occasionally  
21-50 pounds - Occasionally  
51-100 pounds – Not applicable  
Over 100 pounds - Not applicable

### **Push/Pull**

12 pounds or less - Occasionally  
13-25 pounds - Occasionally  
26-40 pounds - Not applicable  
41-100 pounds - Not applicable

### **Key:**

Not Applicable - Activity is not applicable to this occupation.  
Occasionally - Occupation requires this activity up to 33% of the time (0 - 2.5+ hours/day)  
Frequently - Occupation requires this activity from 33% - 66% of the time (2.5 - 5.5+ hours/day)  
Constantly - Occupation requires this activity more than 66% of the time (5.5+ hours/day)