



Pee Dee Coalition Against Domestic and Sexual Assault
PO Box 1351, Florence, SC 29503-1351
843-669-4694 www.peedecoalition.org

Position Title:
Exempt/Non-Exempt:
Reports to:

Director of Communications
Full-time Exempt
Director of Resource Development

Our Work: Established in 1986, Pee Dee Coalition is a non-profit organization dedicated to the reduction of sexual assault, family violence, and child abuse and to the needs of victims. The organization serves the seven-county Pee Dee Region (Florence, Darlington, Marion, Chesterfield, Marlboro, Dillon and Williamsburg Counties) of South Carolina.

Job Summary: The Director of Communications leads the work of the Coalition's communication team and is responsible for public communications as outlined below. The Director of Communications reports to the Executive Director or the Director of Resource Development and coordinates with program directors and county service coordinators. The primary function of the Director of Communications is to ensure that accurate information about programs and services is well positioned across a variety of media channels so that those in need of assistance have the information they need to access the services they need.

Marketing / Public Awareness / Communications

- Work with program directors and county service coordinators to develop and execute a cohesive annual marketing effort to promote a consistent message for PDC and its programs and market PDC events and programs using traditional media channels, the Coalition's websites, social media platforms and community outreach.
- Ensure the crisis line number and information about available services are distributed widely and regularly throughout the Pee Dee Region.
- Work with program directors and county service coordinators to regularly deliver safety tips to the public.
- Increase community knowledge and understanding of issues by developing a theme and a comprehensive media approach to focus months (Sexual Assault Awareness Month, Stalking Awareness Month, Dating Violence Awareness Month, Domestic Violence Awareness Month and Child Abuse Prevention Month).
- Support the program staff on the execution of a marketing plan for special events.
- Review all organizational materials with attention to branding, identification, and messaging priorities.
- Develop and maintain relationships with media, submitting news releases, photos and media alerts.
- Coordinate media coverage with program staff to ensure appropriate personnel for interviews.
- Maintain media archive including editorial clippings, photos, media kits, etc.
- Ensure all events and programs are photographed.

- Participate in the public education component of the organization through public speaking, media interviews, and the development of news releases, articles, and public service announcements.
- Represent PDC and its programs at community functions as scheduled (a flexible hours schedule is required.)
- Maintain the Coalition's websites.
- Work with program directors and county service coordinators to maintain the organization's social media pages, ensuring quality and timeliness.
- Create or review and approve all newsletters, flyers, brochures, and public materials to ensure accurate content and consistent branding.

Other Responsibilities

- Adhere to PDC's vision, mission, and philosophy.
- Attend appropriate training workshops and conferences.
- Attend organizational staff meetings and other meetings upon request.
- Abide by and meet all applicable grant requirements and objectives.
- Maintain confidentiality of and privacy of clients.
- Meet other needs as identified by the Executive Director and/or Management Team.
- Ensure Executive Director is made aware of communication issues that may affect the Coalition.

Requirements

- Bachelor's degree. A master's degree in marketing or communications is preferred.
- SC SLED Criminal Record, Sex Offender Registry, and DSS Central Registry clearance.
- Valid SC Driver's license.
- Reside in one of the following counties: Chesterfield, Darlington, Dillon, Florence, Marion, Marlboro, Sumter, or Williamsburg.

Knowledge, Skills and Abilities (KSAs)

- Fundamental knowledge of family violence and sexual assault.
- Excellent oral and written communication skills.
- Have and maintain a good driving record (verified by DMV report at time of hire), a reliable vehicle, and proof of liability insurance.
- Proficiency in MS Office applications including Word, Outlook, PowerPoint, Excel and Office365.
- Experience with Wordpress or Wix is desirable.
- Experience with videography and video editing is desirable.
- Experience with graphics software such as Adobe Creative Suite or Canva is desirable.

Competency Profile/Core Values Alignment:

- Highly motivated and able to work independently.
- Resourceful, creative, and with strong-problem solving skills.
- Self-confident, flexible and adaptable, and able to work collaboratively with a variety of people.
- Effective relationship builder.
- Demonstrated ability to establish and sustain positive professional relationships and actively contribute to creating a highly cooperative work environment.
- Demonstrated commitment to learning and continual improvement.
- Demonstrated ability to manage multiple responsibilities and deadlines within an environment that is complex and changing.

To apply for this position, please send a resume and cover letter to echamilton@peedeecoalition.org, bchappell@peedeecoalition.org, dbarrett@peedeecoalition.org