

State of South Carolina

Public Relations Manager

SALARY	\$45,530.00 - \$84,241.00 Annually	LOCATION	Richland County, SC
JOB TYPE	FTE - Full-Time	JOB NUMBER	163074
AGENCY	State Museum Commission	DIVISION	Marketing
OPENING DATE	03/21/2024	CLOSING DATE	4/4/2024 11:59 PM Eastern
RESIDENCY REQUIREMENT	No	CLASS CODE:	BC44
SLOT NUMBER:	0001	POSITION NUMBER:	60013054
NORMAL WORK SCHEDULE:	Monday - Friday (8:30 - 5:00)	NORMAL WORK SCHEDULE (OTHER):	Occasional nights and weekends
PAY BAND	Band 6	HIRING RANGE - MIN.	\$54,000.00
HIRING RANGE - MAX.	\$64,000.00	OPENING DATE	03/21/2024
EEO STATEMENT	Equal Opportunity Employer	AGENCY SPECIFIC APPLICATION PROCEDURES:	If you meet the requirements of the position and would like to be considered, you must submit a state application online to include all current and previous work history and education. A resume will not be accepted nor reviewed to determine if applicant meets qualifications for this position. The quality of the application presented (completeness and accuracy as well as grammar and spelling) will be considered prior to the offer of an interview.
VETERAN PREFERENCE STATEMENT	South Carolina is making our Veterans a priority for employment in state agencies and institutions.		

Job Responsibilities



Public Relations Manager Position Posting

Are you looking to be part of an innovative team of professionals dedicated to telling South Carolina's diverse stories and being a daily educational resource for people across the state? Interested in creating engaging and impactful publicity campaigns featuring everything from dinosaurs to jazz concerts to major educational initiatives and more? The South Carolina State Museum (SCSM) is seeking a highly motivated, creative, strategically-minded individual to join our team as the Public Relations Manager.

The SCSM is the largest museum in South Carolina, stewarding a collection of over 1.1 million objects and specimens and welcoming 5 million+ visitors over its 35-year history. The museum is the only institution in the United States to feature four floors of multi-disciplinary exhibition galleries, a full dome planetarium, a 4D theater and an observatory. Recently, the museum embarked on a multi-million-dollar renovation project making this an exciting opportunity to join our team and be a part of “reimagining” what the State Museum can be for the next generation of visitors, students, and scholars. The SCSM is located in South Carolina’s capital city, Columbia, known for its mild climate, affordable cost of living, vibrant downtown, and easy access to beautiful mountains and beaches.

This position offers the unique opportunity to create and develop publicity and public relations campaigns for a wide variety of content, as well as serve as the general spokesperson and reputation manager for the SCSM. The Public Relations Manager also oversees the museum’s social media accounts and provides professional quality writing and editing when needed. The job duties of this position include, but are not limited to, the following:

- Serves as the media relations ambassador for the museum by proactively establishing and maintaining strong professional relationships with key media outlets in South Carolina and beyond.
- Acts as media liaison for museum projects and campaigns. Speaks to media, community groups and individuals about the museum. Manages and responds to requests for information, interviews, and tours from the media and public.
- Consistently pitches story ideas to the media about museum content. Researches and targets new local, regional, and national media outlets. Tracks and maintains statistics on museum media appearances and mentions.
- Develops, plans, and manages special ongoing promotional and publicity campaigns and events designed to drive awareness about museum content and maximize opportunities for media coverage.
- Works with senior leadership to craft museum messaging and develop effective communication strategies.
- Develops and supervises cross-departmental museum team to produce content for social media. Plans and implements social media strategies and monitors comments and online feedback from the public, responding when needed.
- Provides professional quality written copy for the museum with minimal errors as required. Writes and oversees distribution of press releases, media advisories, weekly e-newsrooms, fact sheets and event calendars.
- Serves as Editor-in-Chief and lead writer for Images magazine, the museum’s quarterly membership publication.

Minimum and Additional Requirements

Minimum Requirements:

- Bachelor’s degree required.
- At least five (5) years experience in public relations and communications.

Additional Requirements:

- Exemplary professional written and oral communication skills are required.
- Excellent speaking skills with a high level of professionalism.
- Ability to manage multiple projects and work assignments, while consistently meeting deadlines.
- Proactive and works well independently or as part of a team.

Preferred Qualifications

- Exceptional and demonstrated writing skills across a broad range of media and according to AP Style.
- Professional level on-camera media and live broadcast experience.
- Experience with a broad range of communications tactics including but not limited to print, digital, email, social media, web, video, and radio.
- Advanced knowledge of social media, including best practices for engaging audiences in a professional context on each platform.
- Ability to establish and maintain effective working relationships with the news media and the general public.

Agency

State of South Carolina

Agency

State Museum Commission

Address

301 Gervais Street

Columbia, South Carolina, 29202

Phone

803-898-4939

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Public Relations Manager Supplemental Questionnaire

*QUESTION 1

1. Supplemental questions are considered part of your official application. Any misrepresentation will result in your disqualification from employment. Please complete the state application to include all current and previous work history and education. A resume will not be accepted or reviewed to determine if an applicant has met the qualifications for the position. I have read and acknowledge the above statement.

☐ Yes

☐ No

*QUESTION 2

Do you have a bachelor's degree from an institution recognized by the Council for Higher Education Accreditation?

☐ Yes

☐ No

***QUESTION 3**

Do you have at least five (5) years experience in public relations and communications??

- ☐ Yes
- ☐ No

***QUESTION 4**

Are you willing to work evenings, weekends, and holidays when required?

- ☐ Yes
- ☐ No

***QUESTION 5**

Do you have exceptional and demonstrated writing skills across a broad range of media and according to AP Style?

- ☐ Yes
- ☐ No

***QUESTION 6**

Do you have professional level on-camera media and live broadcast experience?

- ☐ Yes
- ☐ No

***QUESTION 7**

Do you have advanced knowledge of social media, including best practices for engaging audiences in a professional context on each platform?

- ☐ Yes
- ☐ No

***QUESTION 8**

Do you have the ability to establish and maintain effective working relationships with the news media and the general public?

- ☐ Yes
- ☐ No

***QUESTION 9**

Do you possess a valid Class D driver's license and if not, are you able to obtain one?

- ☐ Yes
- ☐ No

***QUESTION 10**

Are you able to occasionally lift up to 50 lbs?

- ☐ Yes
- ☐ No

***QUESTION 11**

Are you able to frequently stoop and/or bend and crouch?

- ☐ Yes

☐ No

* Required Question