

## COMMUNICATIONS MANAGER, SOCIAL & PR

**Location:** On-site (Greenville, SC)

**Schedule:** Full-time

**Department:** Communications

**Reports to:** Director of Communications

### JOB OVERVIEW

We are seeking an experienced Communications Manager to lead day-to-day social media and public relations activities for a portfolio of agency clients, while also supporting Crawford's own visibility across social and earned media.

This role is both strategic and hands-on. This person will be responsible for managing social calendars, writing and publishing content, drafting news releases, pitching media, tracking results and helping clients tell smart, timely stories across owned and earned channels.

The ideal candidate is a strong writer, sharp editor, proactive communicator and the kind of person who can keep multiple moving pieces on track in a fast-paced agency environment while using good instincts and being able to follow-through on assignments.

### KEY DUTIES & RESPONSIBILITIES

#### *Social Media Management*

- Manage day-to-day social media activity for assigned clients and Crawford across LinkedIn, Instagram, Facebook, and, when relevant, TikTok and Substack.
- Build, maintain, and execute social media content calendars in collaboration with account, creative, and strategy teams.
- Write clear, compelling, on-brand copy tailored to each client's voice, audience, and business goals.
- Schedule, publish, and monitor content across platforms.
- Support community management by monitoring engagement and flagging opportunities or issues as needed.
- Identify timely content opportunities tied to trends, industry news, key dates, events, and cultural moments.
- Partner with internal teams to ensure social content aligns with broader campaign, communications, and business objectives.

#### *Public Relations & Earned Media*

- Support day-to-day PR execution for client accounts and Crawford's own agency visibility efforts.
- Research and build targeted media lists for local, regional, trade, and national outreach.
- Draft and distribute news releases, media pitches, media advisories, backgrounders, and messaging materials.
- Identify proactive story angles, thought leadership opportunities, award opportunities, and speaking opportunities.
- Support outreach to reporters, editors, podcast hosts, and other relevant media contacts.

## CRAWFORD

- Monitor media coverage, industry developments, and client news for reactive and proactive opportunities.
- Assist with event publicity, milestone announcements, executive visibility efforts, and community storytelling.

### *Reporting & Optimization*

- Track and report on social media and PR performance across accounts.
- Prepare regular reports with metrics, insights, and actionable recommendations.
- Monitor KPIs such as engagement, reach, follower growth, placements, impressions, and sentiment.
- Use reporting and insights to improve future content, outreach, and workflow efficiency.

### *Process & Continuous Improvement*

- Help create and maintain repeatable systems for social planning, media outreach, reporting, and content workflows.
- Stay current on platform changes, communications trends, media opportunities, and evolving best practices.
- Explore smart, human-first uses of AI and technology to improve efficiency and execution.

## **REQUIREMENTS**

- 5–7 years of experience in public relations, social media, communications, or integrated marketing, preferably in an agency environment
- Excellent writing, editing, and proofreading skills
- Experience managing multiple clients, deadlines, and deliverables in a fast-paced environment
- Experience developing social content calendars and publishing content across major social platforms
- Experience drafting press releases, media pitches, and other PR materials
- Strong organizational and project management skills
- Strong judgment, attention to detail, and follow-through
- Comfort working directly with clients and cross-functional internal teams
- Ability to think proactively, spot opportunities, and move projects forward
- Familiarity with social media scheduling, analytics, and reporting tools
- Interest in AI-enabled workflows and emerging communications tools
- Demonstrates Crawford's core values of excellence, dependability, curiosity, and respect

Please submit resumes to [sydney@crawford.agency](mailto:sydney@crawford.agency).

*Crawford is an equal opportunity employer and value diversity at our agency.*

*We are committed to providing reasonable accommodations for qualified individuals with disabilities in accordance with applicable law.*

*Employment with Crawford is at-will, and this job description does not create a contract of employment.*