

COMMUNICATIONS MANAGER

Location: On-site with monthly remote days (Greenville, SC)

Schedule: Full-time

Department: Communications

Reports to: Director of Communications

JOB OVERVIEW

Crawford is seeking a curious, organized Communications Manager to support public relations and content development for our agency and clients.

Working closely with the Director of Communications, this role will focus on understanding client needs, researching story opportunities, developing media lists, writing pitches and conducting media outreach. The Communications Manager will also contribute to newsletters, social media content development and reporting. We prefer candidates with 3-5 years of relevant experience and welcome recent graduates with strong writing samples and relevant internship, student media or project experience.

KEY DUTIES AND RESPONSIBILITIES

Public Relations and Media Outreach

- Learn each client's business, audiences and goals to identify relevant stories and media opportunities.
- Research journalists, publications and industry topics to build and maintain targeted media lists.
- Draft press releases, media alerts, pitches and other PR materials.
- Conduct media outreach and follow up in coordination with the Director of Communications.
- Monitor news and industry developments to suggest timely pitch angles and opportunities for client commentary.
- Help coordinate interviews, gather background information and prepare spokespeople.
- Research speaking opportunities, awards and editorial calendars, and assist with submissions.

Content Development

- Write and edit newsletter articles, blog posts, case studies, social media copy and other communications.
- Gather information through client conversations, interviews, research and source materials.
- Adapt writing to each client's voice, audience and business goals.
- Check facts, proofread carefully and incorporate feedback into drafts.

Social Media Support

- Contribute content ideas and help develop social media calendars.
- Draft captions and coordinate with creative teammates on supporting visuals.
- Schedule and publish approved content, monitor engagement and flag items that need a response.

Client Support and Reporting

- Participate in client and internal meetings, capture next steps and follow through on assignments.

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- Coordinate with agency teammates to gather information, manage deadlines and keep work moving.
- Maintain outreach records, media coverage trackers and content calendars.
- Compile PR and social media results for reports, highlighting progress, insights and opportunities.

REQUIREMENTS

- Bachelor's degree in communications, public relations, journalism, marketing or a related field, or equivalent relevant experience.
- 2–3 years of relevant experience preferred. Recent graduates with relevant internships, student media or project experience will also be considered.
- Strong writing, editing and proofreading skills, supported by writing samples.
- Curiosity about different businesses and industries, strong research skills and a willingness to conduct media outreach.
- Ability to manage multiple assignments, meet deadlines and communicate progress.
- Comfort asking questions, working with clients and teammates, and incorporating feedback.
- Familiarity with social media platforms. Experience with media research, monitoring, scheduling or reporting tools is a plus.
- Commitment to Crawford's core values: Will to Win, Excellence, Dependability, Curiosity and Respect.

Please submit your resume and two or three writing samples to sydney@crawford.agency. Samples may include professional, internship or academic work.