

About SAGA: As its motto declares, Sanford, NC is “Well Centered”. It is an ideal geographic location with a strong sense of place, offering a rewarding lifestyle where people come first and families and businesses thrive.

The Sanford Area Growth Alliance (SAGA), is the Sanford area’s leading advocate; a professional and high-performing economic development organization, the voice of area businesses, and a critical catalyst for Sanford, Broadway and Lee County’s recent dramatic growth. SAGA leverages public and private leadership and investment to expand and diversify the economic base of the Sanford area, with robust financial support and engagement from hundreds of Chamber member businesses as well as the public sector.

SAGA is a private not-for-profit organization, and its staff is responsible for developing and managing a broad spectrum of economic development activities and programs for the communities of Sanford, Lee County and Broadway. SAGA’s marketing strategy is an essential element of our program of work, and clear, concise and timely communications are vital to the overall success of our organization.

Job Title: Communications Coordinator

Reports To: SAGA CEO

Job Description: SAGA is seeking a full-time ***Communications Coordinator*** to make an immediate impact assisting economic development and Chamber staff with the design, production and deployment of strategic communications to both internal and external audiences and stakeholders. The successful candidate will possess excellent written and verbal communication skills and strong attention to detail, as well as proven experience with social media marketing and success working as part of team.

Responsibilities include:

- Executing social media strategies and tracking engagement across multiple platforms, to include SAGA’s website, Instagram, Facebook, LinkedIn and TikTok
- Preparing content calendars and organizing and maintaining digital assets
- Drafting, editing and deploying communications materials and copy (e.g. weekly electronic newsletter, social media posts, press releases)
- Updating and maintaining SAGA’s website via WordPress
- Liaising with media (digital and print), monitoring media exposure and maintaining media lists

- Collecting data and assisting with research and preparation of presentations and reports (PowerPoint slides, annual report, speech edits, etc.)
- Promoting, documenting and otherwise assisting with SAGA events as required
- Facilitating effective internal communications and providing administrative support to internal teams and programs as required
- Other duties as assigned by CEO

Requirements and skills:

- BS/BA in Marketing, Communications, Journalism or a related field strongly preferred
- Two or more years' proven work experience as a Communications Assistant, Communications Specialist or similar role
- Demonstrated understanding of media relations and digital media strategies
- Proficient in MS Office; proficient or familiar with Canva, Adobe Creative Suite and design software (e.g. InDesign), WordPress, Mailchimp, Google Suite, Meta Business Suite
- Experience with digital photography, video production and editing strongly preferred
- Demonstrated copy editing and research skills
- Excellent communication abilities (verbal and written), including effective listening and presentation skills
- Excellent organizational skills and strong attention to detail
- Experience working in a public-facing role
- Ability to multi-task in a fast-paced, dynamic work environment while maintaining strong attention to detail
- Self-motivated, self-directed, and able to work both independently and collaboratively
- Comfortable with multiple deadlines and projects and able to quickly reprioritize
- Possess a valid driver's license and willing/able to travel

Compensation and Benefits: Competitive benefits package, including health insurance, Simple IRA, PTO, paid Holidays and paid volunteer hours each month. Hiring salary range of \$44,000-\$52,000, commensurate with candidate's qualifications, experience and demonstrated record of success.

How to Apply: This position is currently open, and we are moving quickly to consider qualified applicants and begin the interview process. Please submit resume and cover letter via email to frontdesk@growsanfordnc.com with subject line: **SAGA Communications Coordinator**.



Well Centered.

SAGA Is an Equal Opportunity Employer: We are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and employees without regard to race, color, religion, sex, pregnancy, national origin, age, physical and mental disability, marital status, sexual orientation, gender identity, gender expression, genetic information, military and veteran status, and any other characteristic protected by applicable law.

SAGA believes that diversity is a strength, and we seek to recruit, develop, and retain the most talented people from a diverse candidate pool. Employment at SAGA is based on merit, competence, and qualifications, and we are committed to providing equal opportunities for training and advancement for all employees.