



## Events and Communications Coordinator

**Classification:** Full-Time, Non-Exempt

**Reports to:** Events Manager, Communications Manager

**Date created/reviewed/revised:** May 2026

### JOB DESCRIPTION:

#### Position Summary

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The Events and Communications Coordinator plays a key role in the planning, execution, and promotion of Historic Charleston Foundation's (HCF) signature events and year-round programming. This position supports the organization's mission by coordinating high-impact fundraising events, managing marketing and communications initiatives, and ensuring a cohesive brand voice that aligns with the organization.

Working closely with the Events Manager and the Communications Manager, this role bridges event logistics with strategic communications, supporting initiatives such as the annual Charleston by Design, The Charleston Festival, and additional Foundation-wide programs. With intimate knowledge of goals and planning for fundraising events, this role will focus communication support on marketing, sharing, and amplifying the event and fundraising goals through a variety of digital platforms and print media.

#### Essential Job Functions

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- Execute the development of digital marketing content to support communications strategy set by Communications Manager. This includes designing, editing, formatting, posting, and creating content for digital channels as well as print media.
- Multi-task with ease, organize and manage priorities for efficiency and effectiveness, pay close attention to details
- Interact professionally, tactfully, and confidently with a wide range of stakeholders, including colleagues, vendors, sponsors, donors, and members of the community
- Work both independently and collaboratively in a fast-paced, team-oriented environment
- Maintain proficiency in Microsoft Office Suite and Google Suite; demonstrate comfort with database management and digital tools
- Use Adobe Creative Cloud or Canva to produce graphic design elements and layouts
- Lift and carry items up to 50 lbs.; Assist with event setup and breakdown which may include climbing ladders
- Possess a valid driver's license and reliable transportation with the ability to travel to offsite venues for meetings and events
- Stand and walk for extended periods during events

#### Job Responsibilities

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### **Events and Communications Coordinator**

- Assist with the management of all aspects of The Charleston Festival, HCF's longest running educational program and fundraiser, and Charleston by Design, a preservation-minded, design-inspired weekend, including planning logistics, executing run of show, and evaluating outcomes for high expectations
- Assist with development and timely execution of integrated marketing strategies, content calendars, and events' communication needs such as signage
- Coordinate with graphic designers, photographers, and external partners to produce high-quality publications and printed materials; develop and manage production timelines for brochures, programs, and marketing collateral
- Support Communications Manager in the maintenance of HCF website(s) including updates to events, ticketing, details, etc.
- Proactively source and manage venues, vendors, and suppliers, including catering, rentals, entertainment, and production partners
- Execute marketing strategy set by Communications Manager to drive ticket sales, promote campaigns, encourage engagement, and support brand awareness across print and digital platforms such as direct email, Instagram, Facebook, TikTok, and YouTube.
- Maintain impeccable asset and file management systems with guidance from the Communications Manager
- Support post-event reporting and analytics, including tracking attendance, engagement, marketing performance, and patron feedback
- Support the initiatives and programs associated with the three pillars of the Foundation (Preservation, Advocacy, and Museums) as well as philanthropic campaigns
- All full-time staff members of HCF are called upon, from time to time, to support Foundation programs held outside normal working hours, including evenings and weekends, and to assist with projects beyond their primary responsibilities

### **Education & Experience Requirements**

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- Bachelor's or Associate's degree in Event Management, Hospitality, Marketing, Arts Management, Communications, or a related field
- Minimum of two years of relevant experience in event management, destination management, group tours, or hospitality operations
- Exceptional written and verbal communication skills, with the ability to craft clear, engaging, and brand-aligned messaging
- Working knowledge of venues, event rental companies, caterers, and audiovisual providers is advantageous
- Interest in or familiarity with American history, art history, architecture, decorative arts, or historic preservation is highly desirable
- Proficiency in Microsoft Office Suite (Word, Excel, Outlook) and Google Suite
- Experience with constituent databases such as Altru or similar CRM platforms is preferred



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- Experience with email marketing platforms such as Mailchimp or Constant Contact
- Proficiency in graphic design and content creation tools, including Meta Business Suite, Canva, Adobe Creative Suite (particularly Adobe Express), and Lightroom
- Strong level of comfort with social media platforms and content management, particularly Instagram, including scheduling tools and analytics
- A strong, creative sensibility and commitment to producing high-quality work with ambitious deadlines in a dynamic environment

### Work Environment / Hours

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This full-time position operates primarily in an office environment at 40 East Bay Street, **Charleston, SC**, with regular work conducted at offsite venues throughout the city for events, tours, and programs. During peak seasons, including Charleston by Design and The Charleston Festival, the role requires frequent on-site presence at event locations, which may occur multiple times per week.

Typical work hours are Monday through Friday, 8:30 AM – 5:00 PM. However, this position requires flexibility, including early mornings, evenings, and weekends to support events, programs, and organizational initiatives, particularly during the spring festival season.

### Benefits

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- Competitive salary range: \$50,000 - \$55,000
- Paid Time Off (PTO) and comprehensive benefits package
- Complimentary parking at home office
- Reciprocity Pass (access to certain cultural and historic attractions for employee +1)
- Flex Fridays (seasonally applicable, based on organizational schedule)

The employment relationship with Historic Charleston Foundation is at-will and may be terminated by either you or the foundation at any time, for any reason. Neither this form, or any oral or written policy or procedure, nor any representation by any HCF employee, supervisor or officer can or will change the at-will nature of your employment.

*Historic Charleston Foundation is a nonprofit organization with a mission to preserve and protect Charleston's architectural, historical, and cultural heritage.*