

# PRESERVATION ESTD SOCIETY 1920 of CHARLESTON

## ***Director of Advocacy and Public Affairs***

The Preservation Society of Charleston (PSC), founded in 1920, is the oldest community-based preservation organization in America. Our mission is to inspire the involvement of all who live in the South Carolina Lowcountry and to honor and respect the area's architectural and cultural heritage. The PSC serves as a strong advocacy leader for citizens concerned about preserving Charleston's distinctive character, quality of life, and diverse neighborhoods. The Preservation Society of Charleston is located in Charleston, SC and is a non-profit, 501(c)3 organization that relies on membership revenue, grants, and other donations.

The PSC is seeking a full-time **Director of Advocacy and Public Affairs (DAP)** to play a leading role in shaping and implementing the Preservation Society's advocacy policies and programs. The DAP is responsible for cultivating strategic relationships in the community, with the media, and among public officials in order to further the Society's goals.

### **Responsibilities:**

- With the Executive Director and other key personnel and the board of directors, designs an overall advocacy strategy to advance the goals of the organization.
- As a prime spokesperson for the organization, develops advocacy positions and communicates them to the media, to community partners, to public officials and to the community at large.
- Monitors relevant activities or new positions emanating from various governmental bodies in order to proactively develop or manage the PSC's response.
- Develops and cultivates relationships with various community organizations, elected and appointed officials, and media outlets in order to expand the PSC's reach and effectiveness.
- Builds and coordinates new grassroots networks in support of PSC positions.
- Manages the PSC advocacy message through a comprehensive media strategy encompassing print, broadcast, electronic, and social media.
- Working with the Director of Advancement, supports efforts to maximize overall fundraising as well as identify sources of funding for specific advocacy efforts

### **Skills and Experience:**

- At least five years broad-based experience in politics, advocacy, public affairs, communications, marketing, or a closely related field. Additionally, specific experience in community planning, urban design, zoning, and/or preservation issues a significant plus.
- Bachelor's degree (Public or Business Administration, Community Development, Planning, Communications, the liberal arts), or an equivalent combination of education and experience. Master's Degree preferred.
- Excellent communication skills and experience working with the media; proficiency with various social media platforms.
- Organizational and time-management skills, creativity, and resourcefulness on a limited budget.
- Ability to work cooperatively with staff and volunteers, good interpersonal skills, and a team player orientation
- Capable of meeting tight deadlines, and working well under pressure.
- Proficiency in the use of computer software; basic facility with graphic design software, Wordpress, and Mailchimp.

*This position will be required to work out of the PSC office in Charleston, SC. All qualified candidates should apply by submitting a cover letter and resume via email to Jessica Cutler, Director of Operations, at [jcutler@preservationsociety.org](mailto:jcutler@preservationsociety.org) by September 29, 2017. No telephone calls, please.*