

Job Summary

The Program Engagement Coordinator plays a central role in promoting the mission, services, and initiatives of the Southern Georgia Regional Commission (SGRC). This position is responsible for creating and managing written and visual content across multiple platforms, including the SGRC website, newsletters, social media, and printed materials. The Program Engagement Coordinator drives unified, impactful messaging that informs the public, engages stakeholders and government officials, and effectively promotes the initiatives and services of the agency's diverse divisions and programs.

Key Responsibilities

Media & Public Relations

- Write and disseminate press releases, articles, and public announcements.
- Maintain relationships with local and regional media outlets.
- Coordinate responses to media inquiries and prepare talking points for agency leadership.
- Assist with crisis communication planning and execution.

Website and Digital Content

- Regularly update and maintain the SGRC website with accurate and engaging content.
- Write blog posts, project updates, and policy highlights in accessible language.
- Ensure all digital content meets accessibility and usability standards.

Social Media Engagement

- Develop and implement a content calendar for social media platforms.
- Create posts, graphics, and short videos to highlight agency programs.
- Monitor engagement metrics and adjust strategy based on performance.

Newsletters & Outreach

- Coordinate production of internal and external newsletters.
- Develop content, layout, and graphics using tools like Mailchimp, Canva and Constant Contact.
- Distribute newsletters to board members, stakeholders, government officials, and the public.

Stakeholder & Member Engagement

- Collaborate with program staff to share updates with member governments and partners.
- Support coordination of public meetings, workshops, and special events.
- Assist in designing materials for stakeholder engagement including flyers, comment forms, and surveys.

Branding & Visual Communication

- Maintain SGRC's visual identity across all platforms and documents.
- Design brochures, infographics, and promotional materials.
- Work with staff on presentations and reports to ensure clarity and visual appeal.

Minimum Qualifications

- Bachelor's degree in Communications, Public Relations, Journalism, or Marketing preferred, or an equivalent combination of education and experience.
- At least 2 years of experience in public communications or media.
- Strong writing, editing, and visual communication skills.
- Proficiency in Microsoft Office, website CMS (e.g., WordPress), and social media tools.
- Experience with design software such as Adobe Creative Suite or Canva.
- Knowledge of Southern Georgia communities or regional government work is preferred.

Other Requirements

- Ability to work both independently and collaboratively in a fast-paced environment.
- Strong organizational skills and attention to detail.
- Some travel within the region; valid driver's license required.
- Occasional evening or weekend work for events or public meetings.

Work Environment

Primarily office-based, with occasional travel to meetings or training sessions. Regular hours are Monday–Friday, 8:30 am – 5:00 pm.

Position Details

- ☒ Full-Time ☐ Part-Time ☐ Intern ☐ Contractor
- ☒ Exempt ☐ Non-Exempt

Monday	Tuesday	Wednesday	Thursday	Friday
8:30 am – 5:00 pm	8:30 am – 5:00 pm	8:30 am – 5:00 pm	8:30 am – 5:00 pm	8:30 am – 5:00 pm

Equal Opportunity/Affirmative Action

The Southern Georgia Regional Commission is an Equal Opportunity/Affirmative Action employer. We provide equal employment opportunities without regard to race, color religion, sex, national origin, age, disability, marital status, veteran status, sexual orientation, genetic information or any other protected characteristic under applicable federal, state or local law.

I, the employee, understand that this document is not to be construed as a contract, either implied or explicit. It is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities. All information contained herein is merely an attempt by the Southern Georgia Regional Commission to explain the essential duties that I am expected to perform. I understand that, at my supervisor's discretion, additional duties and responsibilities may be placed upon me at any time.

Employee Signature

Date

Supervisor Signature

Date