



Special Events and Projects Manager

Job Brief

The Special Events and Projects Manager is responsible for planning, coordinating, and executing district-wide events, conferences, executive engagements, and strategic initiatives that elevate the visibility of the South Carolina Public Charter School District (PCSD) and promote awareness of the opportunities available through public charter schools. This position serves as a key member of the External Affairs team, seeking to strengthen relationships with families, educators, community partners, policymakers, and stakeholders while advancing the PCSD's mission, vision, and values.

The ideal candidate is an organized, creative, resourceful, and collaborative professional who thrives in a fast-paced environment. This individual possesses exceptional communication and networking skills, an eye for branding and presentation, and the ability to think strategically and creatively to develop innovative events, engagement opportunities and special projects that leave a lasting impression. The individual must also be able to translate ideas and strategic priorities into well-executed projects and experiences, often working independently and under compressed timelines. This position reports to the Vice President of External Affairs.

Core Functions

- Plan and execute district-wide conferences, meetings, recognition events, outreach initiatives, press events, school openings and ribbon cuttings, stakeholder gatherings and special events from concept through completion.
- Coordinate high-profile district and executive events involving the Superintendent, Board members, school leaders, elected officials, state leaders, business leaders, community partners and other distinguished guests.
- Coordinate all event logistics, including venues, vendors, catering, registration, travel, audiovisual needs, photography and video support, signage, event materials, staging and on-site operations.
- Develop event concepts, run-of-show documents, production schedules, staging plans, guest protocols and other materials necessary for successful event execution.
- Coordinate the visual presentation and production of events, including stages, podiums, backdrops, flags, displays, signage, presentations, branded environments and other elements that contribute to a professional and memorable experience.

- Lead and coordinate various special projects that support district priorities and strategic initiatives from concept through completion.
- Translate ideas and strategic priorities into well-executed projects and experiences, often working independently and under compressed timelines.
- Develop detailed project plans, timelines, budgets and event schedules while managing multiple priorities simultaneously.
- Maintain a master External Affairs calendar and project management system for district events, engagements and special initiatives to ensure coordination, accountability and timely execution.
- Build and maintain strong relationships with school leaders, community organizations, business partners, elected officials, government agencies and other stakeholders to expand collaboration and participation.
- Coordinate stakeholder visits, school tours, legislative and community engagements and other opportunities that connect PCSD leaders and schools with policymakers, partners and the public.
- Identify opportunities to increase awareness of the PCSD through innovative events, partnerships and community engagement initiatives.
- Collaborate with district leadership and the Communications Manager to ensure all events and special projects reflect the PCSD brand, mission and strategic messaging.
- Assist with the development of promotional campaigns, event marketing materials, digital communications, social media content, signage, presentations and printed collateral.
- Ensure consistent branding and a high-quality visual experience across all district events, materials and outreach efforts.
- Support PCSD schools with high-profile events and initiatives that intersect with district priorities, External Affairs, community engagement or public visibility.
- Coordinate vendors and contractors, including obtaining quotes, managing deliverables, tracking expenditures and invoices, and ensuring compliance with district purchasing and procurement requirements.
- Monitor event and project budgets to ensure initiatives are completed within approved financial parameters.
- Collect and analyze event data, participant feedback and performance metrics to evaluate effectiveness and recommend improvements.
- Conduct post-event and project after-action reviews, document lessons learned, and maintain event files, templates, vendor information and processes to improve future execution.
- Represent the PCSD professionally at conferences, community meetings, networking events and public engagements.
- Provide on-site leadership during events by coordinating staff and volunteers, managing vendors, troubleshooting issues and ensuring an exceptional experience.
- Work with external partners to schedule the use of PCSD facilities and complete all required documentation.
- Respond effectively to emerging priorities and time-sensitive special projects as directed by district leadership.
- Perform other duties and special projects as assigned.

Skills & Knowledge

- Excellent organizational and project management skills with the ability to coordinate multiple events and initiatives simultaneously.
- Outstanding written, verbal, and interpersonal communication skills.
- Strong networking and relationship-building abilities with stakeholders.
- Demonstrated ability to think creatively and develop innovative ideas that increase engagement and awareness.
- Strong event production skills and an eye for branding, staging, presentation and the overall guest experience.
- Ability to translate broad concepts and leadership priorities into detailed plans and successful execution.
- Strong judgment, initiative, resourcefulness and problem-solving skills, particularly in fast-moving or high-profile situations.
- Exceptional attention to detail and commitment to producing high-quality work.
- Ability to manage budgets, vendors, schedules and competing priorities effectively.
- Ability to work independently while collaborating effectively across departments.
- Ability to maintain professionalism and composure when working with senior leaders, elected officials, community leaders and other stakeholders.
- Willingness to travel and work occasional evenings and weekends in support of PCSD initiatives.

Education & Experience

- Bachelor's degree in communications, marketing, public relations, event management, hospitality, business administration, political science, public administration or a related field.
- Experience coordinating events, managing projects, communications, marketing initiatives, public affairs or community engagement activities is preferred.
- Experience managing high-profile events, vendors, budgets, community partnerships or executive-level engagements is preferred.
- An equivalent combination of education, professional experience, and demonstrated success in event coordination and project management may be considered.

To apply, please submit a letter of intent and resume to Jackie Snell, Director of Human Resources, at jsnell@sccharter.org. We are an equal opportunity employer and welcome all qualified applicants to apply.