



<b>Job Title:</b>	Public Awareness Liaison	<b>Wage Class:</b>	Non-Exempt
<b>Location (Zip Code):</b>	Columbia, SC (29210)	<b>Travel Required:</b>	60%
<b>Salary Range:</b>		<b>Position Type:</b>	Full-time
<b>HR Contact:</b>	Jada.Willis@sc811.com		

**Position Description**

This position reports directly to the Director of Public Awareness. The Public Awareness Liaison is responsible for being an educational resource for all stakeholders involved in damage prevention or excavation work in the state of South Carolina. They are also responsible for assisting with online outreach, marketing initiatives, community/industry events and must work closely with the communications coordinator in the development of graphics and educational videos. The Public Awareness Liaison will generate prospective member leads and serve as a resource to stakeholders about SC811, the law, best practices, notice automation, positive response and procedural changes.

**Position Detail**

**RESPONSIBILITIES:**

- Assist with the development of new programs and initiatives. Developing and creating presentations, graphics and educational programs.
- Attend stakeholder and industry events that attract new members; engage and retain existing members and stakeholders; manage member relationships and act as liaison between member companies and SC811.
- Increase participation at Utility Coordinating meetings by building relationships through associations; educate the members of the Utility Coordinating meetings by offering presentations or other means of education.
- Educate all stakeholders about the law, best practices, call center policies, notice entry, portal/mobile ticket entry and any procedural changes by giving teleconferences, webinars and on-site presentations.
- Maintain and track data related to community, educational events and outreach efforts in a timely manner utilizing Google Forms, JIRA and Tableau.
- Assist as needed with the graphic design, marketing, content creation/updates, and other Public Awareness activities that the Public Awareness Department executes.
- Adhere to company safety and property guidelines while operating company vehicle and utilizing company equipment
- Maintain travel/event budget as set forth by the Director of Public Awareness/ Executive Director.
- Give reports and information related to community education and membership as directed by Director of Public Awareness and/or Executive Director. Keep and report accurate data about community and educational events, as well as outreach efforts.
- Other duties as assigned.

**QUALIFICATIONS**

**Required Skills:**

- Demonstrated public speaking and effective presentation skills
- Proficient in SC811's company procedures and of the SC Underground Facility Damage Prevention Act
- Ability to quickly build rapport with a diverse population
- Proficient in Microsoft Office Suite, Google Docs, and Social Media Platforms
- Flexibility, this position requires some nights and weekends

- Must possess excellent written and verbal skills, attentive listening skills, have an open communications style, and strong presentation skills. Must have the ability to research and analyze data.
- Lifting and carrying supplies and equipment as defined in SC811 Safety Manual
- Sitting, Standing, and Driving for extended periods of time. Driving Company Vehicle
- Bending at the waist, kneeling or crouching to set up trade show displays

**Preferred Skills:**

- Bachelor’s degree with three years’ work experience or equivalent with at least five years previous experience in a related field or industry. Such as; business, communications, marketing, excavation, utility work or other related fields with supervisor experience.

Last Updated By:	Name	Date/Time:	Date/Time
Reviewed By:	Name	Date:	Date
Approved By:	Name	Date:	Date

## Relevant Trainings for Public Awareness Liaison

**EAP:**

- Business Writing
  - <https://www.theappremium.com/courses/notice.jsp>
- Presentation Skills
  - <https://www.theappremium.com/courses/notice.jsp>
- Time Management
  - <https://www.theappremium.com/portal/content/10016491;subject=10003409>
- Creative Problem Solving 101
  - <https://www.theappremium.com/portal/content/10047173;subject=10000661>
- Getting a Grip on Multitasking
  - <https://www.theappremium.com/portal/content/10047543;subject=10000661>
- Simple Steps for Getting and Staying Organized
  - <https://www.theappremium.com/portal/content/10047039;subject=10000661>

**LinkedIn:**

- Designing a Presentation
  - <https://www.linkedin.com/learning/designing-a-presentation>
- Cross-functional Teamwork
  - <https://www.linkedin.com/learning/working-on-a-cross-functional-team>
- Facebook Marketing
  - <https://www.linkedin.com/learning/marketing-on-facebook/why-your-business-should-be-on-facebook>
- Instagram Marketing
  - <https://www.linkedin.com/learning/marketing-on-instagram/welcome>
- Communicating with Confidence

- <https://www.linkedin.com/learning/communicating-with-confidence>