

BOARD OF REGENTS

POSITION ANNOUNCEMENT

COMMUNICATIONS DIRECTOR

The Communications Director reports to the Deputy Commissioner for Strategic Communications and provides professional support and strategic event planning to the Communications Division, including the Assistant Commissioner of Public Affairs and Assistant Commissioner of Legislative & External Affairs, on a wide variety of communications and public relations tasks.

Responsibilities include:

- Contributing to creative development of marketing, branding and messaging for the BOR and its various campaigns and programming;
- Maintaining an agency-wide event calendar;
- Lead for event planning and execution, as well as meeting set-up, to include production of materials for councils, task forces, subcabinets, etc. under the auspices of BOR;
- Assisting with preparation of event and board materials including PowerPoint presentations and handouts as appropriate;
- Assisting with research for written materials, executive summaries, scripts and speeches;
- Tracking and compiling digital news clippings for a weekly report to key stakeholders;
- Coordinating and providing content for the monthly staff e-newsletter;
- Providing assistance during legislative sessions in tracking pending legislation and legislative committee meetings under the direction of the Assistant Commissioner for Legislative & External Affairs;
- Coordinating all purchasing and maintaining contracts within the division, to include marketing items and materials for internal and external audiences;
- Updating BOR website using content management system;
- Scheduling appointments, meetings and travel, as needed.
- Support for social media platforms to include graphics, photography, videos, etc. in coordination with Assistant Commissioner for Public Affairs;

Minimum qualifications:

- Bachelor's degree from a regionally accredited institution with a preference for a concentration in communications, journalism, advertising or public relations;
- Strong computer, social media and internet research skills; and
- Excellent writing and interpersonal skills and the ability to manage time and multiple tasks well.
- Ability to collaborate well with all levels of agency staff and external stakeholder groups.

Preferred qualifications:

- Education champion with a passion for creativity in a fast-paced work environment; and
- Experience in higher education and/or state government.

Interested applicants must apply via LA Careers at <http://agency.governmentjobs.com/louisiana>.

Questions related to this vacancy can be directed to [Bor.jobs@la.gov](mailto:bor.jobs@la.gov).