



Vice President, Brand Perception & Positioning

Background

The New Orleans Business Alliance (NOLABA) is the official non-profit organization tasked with leading economic development initiatives for the City of New Orleans. NOLABA is a public-private partnership between the City of New Orleans and private investors from the local community.

NOLABA is the result of a long-term effort by the business community to adapt national best practices in economic development. Thanks to the strong leadership of Mayor Mitch Landrieu, NOLABA became a reality in August 2010. Our 17-member Board is composed of a cross section of New Orleans leaders, including the Mayor and a diverse group of business professionals.

Position Description

The Vice President, Brand Perception & Positioning assumes both the strategic and tactical responsibilities for leading the Marketing & Communications department of the New Orleans Business Alliance (NOLABA). The Vice President, Brand Perception & Positioning is responsible for the overall communications, messaging, and outreach for the organization, working in close coordination with the Marketing and Communications Manager. In this role, the Vice President, Brand Perception & Positioning will interface with the City of New Orleans Media/Press leaders; NOLABA's leadership team, Board of Directors; a newly forming Brand Perception & Positioning Advisory Board, local and national media outlets; consultants and contractors and service providers. The Vice President, Brand Perception & Positioning reports directly to the President & CEO.

Major Duties & Responsibilities:

Perception and Positioning

- Develop and implement an integrated, organization-wide strategic communications plan to broaden awareness of Economic Development and strengthen NOLABA's (and New Orleans') brand identity across key stakeholder audiences, locally, regionally, and nationally
- Create a brand/marketing/public relations strategy that will allow NOLABA leadership to cultivate and enhance meaningful relationships with targeted, multi-level external audiences, including the media, public officials, community partners, stakeholders and key influencers
- As part of owning the narrative on New Orleans being a vibrant place for business, lead in the development, execution, and positioning of communications messages; manage imaging; ensure consistency of external messages
- Oversee the drafting of correspondence, talking points, press releases and media messages to meet public relations and communications needs of NOLABA and at the request of NOLABA's President & CEO, Chairman of the Board, and leadership team members



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- Strategically position NOLABA staff as subject-matter experts in economic development, as part of further branding the organization within New Orleans, the state, and EDO community
- Work to ensure that NOLABA's brand is positioned strategically to secure and/or enhance "asking rights" for investment in NOLABA
- Serve as NOLABA's primary spokesperson for media inquiries
- Manage strategic planning for media relations efforts
- Lead crisis communications for NOLABA efforts, as needed
- Approve media releases produced by staff, agencies and contractors
- Support/conduct program, product, department and initiative messaging
- Manage media relations staff;
- Select and supervise external media consultant(s)
- Proactively seek media attention and raise awareness among media outlets

OTHER RESPONSIBILITIES

- Manage an organization-wide marketing and communications calendar
- Establish and disseminate policies, procedures and guidelines for NOLABA's marketing and communications activities.
- Manage the dynamic prioritization process of NOLABA's marketing and communications initiatives
- Ensure quality, accuracy and completeness of writing, editing, messaging, graphic integrity and production of materials
- Authorize, evaluate and monitor the use of the NOLABA logo, name, photography, quotes, attributions, etc.
- In conjunction with legal, authorizes the rights for external bodies to use NOLABA intellectual and brand-related property
- Ensure NOLABA's brand integrity
- Support NOLABA's participation in industry conferences and other events to ensure maximum exposure and benefits
- Supervision and professional development of communications staff and interns
- Select and manage external consultants and agencies
- Negotiate contracts and service agreements
- Set goals and monitor work and evaluate results to ensure that the departmental goals and objectives are met and are in line with the needs and mission of NOLABA
- Prepare reports on marketing and communications activities, campaign performance, website analytics, and contributions to business development; present to leadership team as required
- Develop and maintain departmental budget
- Other duties as assigned by the President & CEO



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Qualifications / Skills Requested

- At least seven years of experience in public/media relations, marketing and communications
- Experience in messaging for economic development organizations, technology for development and/or public policy is a plus
- Bachelor's degree (B.A.) from four-year college or university is required; graduate degree preferred
- Considerable knowledge of marketing and communications principals, practices and techniques including experience with new media and digital advertising
- Extensive "hands on" execution experience writing copy, producing videos / slideshows, and managing branded identities across multiple platforms is a plus
- Proven effectiveness in digital marketing and social media strategies, designs marketing plans that fully leverage new technologies
- Existing relationship with PR firms and media outlets at the local, regional and national levels a plus
- Strategic thinker who excels at developing ideas and is able to execute
- Track record in proactively identifying communications opportunities and developing supporting programs
- Excellent project management and reporting experience; strong organizational skills and ability to handle multiple tasks and meet deadlines; manages competing interests and strong personalities
- Works comfortably in highly collaborative environment; team-oriented with ability to lead teams and gain consensus
- Excellent communication skills (both verbal and written)
- Ability to excel in a fast-paced environment with changing priorities and able to take a positive team approach to working with industry, government, and other partners; ability to set and enforce priorities and deadlines
- Knowledge of Microsoft Office products, including Word and Excel, Internet Explorer, PowerPoint and other graphics and/or presentation software; knowledge of Adobe Creative Suite, WordPress, and other specialized software is a plus
- Self-starter and takes initiative
- Sense of humor
- Assiduousness
- Ability to gain working knowledge of NOLABA initiatives, programs, policies, procedures and practices
- Strong judgment and an understanding of when to escalate issues / problems, and to whom
- Motivated by challenges and opportunities with limited resources and budgets in a nonprofit environment
- Professional demeanor at all times; ability to act as a representative of NOLABA to the public.



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Physical & Mental Demands:

- While performing the duties of this job, the individual is regularly required to speak and hear.
- Specific vision abilities required by this job include close vision and the ability to adjust focus.
- Read and interpret data (emails, memos, letters, etc.).
- Ability to maintain visual attention and mental concentration for significant periods of time.
- Ability to analyze and interpret data.
- Ability to effectively communicate with superiors, peers and subordinates.

Working Conditions:

- While performing the duties of this job, the individual is often required to travel within the New Orleans area.

NOTE:

- Applicants must be currently authorized to work in the United States for any employer.

Application Process:

To apply for this position, send the following documents via email to Careers@nolaba.org:

- Resume
- Cover Letter

All applicants are encouraged to submit portfolio samples (writing, design) via digital attachment or web links to help the selection team better understand applicants' work.

In your email, please note "*NOLABA VP Brand Perception*" in the subject line.

NOLABA is an Equal Opportunity Employer

New Orleans Business Alliance (NOLABA) provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. NOLABA complies with applicable state and local laws governing non-discrimination in employment in every location in which the organization has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

NOLABA expressly prohibits any form of unlawful employee harassment based on race, color, religion, gender, sexual orientation, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of NOLABA employees to perform their expected job duties is absolutely not tolerated.

All NOLABA employees are subject to the Organization's Public Records Policies and Procedures.