



MANAGER, MARKETING & COMMUNICATIONS

The Marketing & Communications Manager will lead tactical direction of the Marketing & Communications functions related to projects involving the New Orleans Business Alliance's (NOLABA) digital channels, social media, web development, graphic design, data management, and increasing the presence and visibility of our brand. The Manager will assist with development of media content on local and national levels. As our brand and organization grows, we also continue to develop innovative ways to strategically strengthen our presence in the market.

The Marketing & Communications Manager works closely with other members of the NOLABA team, and reports directly to the Vice President, Marketing & Communications.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Public Relations & Content Development

- Produce, write and edit Public Relations materials including talking points and press releases as required
- Develop content and copy for marketing collateral including industry specific, business development tools, white papers and media relations
- Ensure consistency and quality control of NOLABA brand on all marketing materials
- Nurture and cultivate relationships with local and national press
- Manage editorial calendar and develop content around key themes and relevant industry and/or local trends
- Manage calendar of internal events and upcoming conferences
- Keep all marketing collateral, source files, policies, etc. organized and easily accessible on company server
- Provide support for creation and information management of presentations, including PowerPoint creation and copy proofing
- Coordinate with graphic designers, photographers and other vendors to create and update collateral
- Produce and maintain promotional items and other swag for NOLABA

Social Media

- Ensure consistent activity via posting, responding and re-distributing relevant content via all social media channels
- Connect with the correct individuals, companies and stakeholders via all social media channels
- Execute and contribute to the development of paid social media digital campaigns
- Seek out conversations and foster relationships across social media communities
- Content creation and curate via digital marketing channels
- Post live from select events



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E-Newsletters

- Collect and galvanize internal and external content for timely execution
- Utilize email marketing tool to create, distribute and track email newsletters
- Manage all email communications lists and create new lists as needed

Website Management

- Research, update and edit content on the website via content management system.
- Use digital strategies and software to optimize SEO

Reporting

- Generate regular analytics reports of branded digital communications channels (website, social media, etc.)
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for optimizing social media campaigns
- Archive key projects and initiatives for inclusion in annual report and awards submissions

General Marketing

- Manage marketing inventory and distribute appropriate collateral to internal staff as needed
- Provide support as needed at events with collateral, data collection, set-up, etc.
- Additional duties as needed

QUALIFICATIONS & JOB REQUIREMENTS:

- 3+ years of experience in marketing and communications
- Experience in technology geared toward business development and/or sales a plus
- Experience in public policy and/or public policy related software a plus
- Bachelor's degree (B.A.) from four-year college or university preferred
- Knowledge of marketing and communications principals, practices and techniques
- Hands-on execution experience writing copy, producing videos / slideshows, and managing branded identities across multiple platforms is a plus
- Fluency in social media including: Twitter, Facebook, Google applications, Google Analytics and Sprout Social (or similar)
- Excellent written skills; ability to write appropriately for different channels (social media, websites, articles, press releases, etc.)
- Superior communication skills (verbal and written)
- Proficiency in all Microsoft Office Suite applications, need to be an MS PowerPoint expert
- Graphic Design experience: familiarity with Adobe Creative Suite, prefer experience with at least one of the following programs: Adobe Acrobat Pro, Photoshop, InDesign, Illustrator
- Strong organizational and critical thinking skills, with the ability to work well under tight deadlines and pressure



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- Demonstrate ability to be flexible, nimble, coachable, intellectually curious and proactive
- Work comfortably in a highly collaborative environment; manage competing interests and strong personalities
- Ability to handle multi-reporting and multi-tasking for prioritizing multiple projects
- Professional demeanor at all times
- Ability to work independently in high-paced and sometimes demanding environment

Attributes:

- Vision
- Interpersonal skills
- Communication skills (written and oral)
- Team building ability
- Presentation skills
- Sense of humor
- Assiduousness
- Comfort with complexity
- Ability to adapt and thrive in an entrepreneurial environment
- High ethical standards and commitment to fairness and equity

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 may be required to travel within the New Orleans area and United States; international travel is not required.

NOTE:

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



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Application Process:

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

- Resume
- Cover Letter

In your email, please note “*NOLABA Manager, Marketing & Communications*” 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.

CONTACT INFO / JOB LOCATION

New Orleans Business Alliance
935 Gravier St., Ste. 2020
New Orleans, LA 70112



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NOLABA's New Business Model

The New Orleans Business Alliance (NOLABA) is the economic development catalyst for the city of New Orleans with a mission to unite a diverse community of stakeholders who catalyze job growth, create wealth, and build an equitable and sustainable economic future for New Orleans. NOLABA is launching a new business model that is business-friendly, people-centered, place-based and resilient.

- **Business-Friendly:** The model builds upon its experience in business attraction and growth adding real estate development expertise, business, development and concierge services to support firms in their navigation of permitting, public infrastructure disruption and delivery of timely city services.
- **People-Centered:** The model heightens the value of the talent of citizens as a key driver of economic growth. By merging workforce development strategies, NOLABA better ensures employer access to a skilled and reliable workforce and worker access to career paths creating family supporting wages.
- **Place-Based:** Strategic neighborhood development strategies promote and support economic development in commercial corridors that have struggled to redevelop in the city's post-Katrina economy: Districts A & B (i.e., Hollygrove, Gert Town, Mid-City), District C (i.e., Algiers) and Districts D & E (i.e., New Orleans East, Gentilly, Lower 9th Ward). NOLABA's new place-based program combines business and industry growth, real estate development, economic development incentives and small business development expertise and capacity building.
- **Resilient:** NOLABA recognizes the implications and opportunities for a city below sea level to target the green economy as a strategic growth sector. The new business model focuses on developing several critical aspects of a thriving green economy: a skilled green-focused workforce; prepared small businesses and businesses owned by people of color; access to incentives to mitigate investors' risk; and providing a real-time laboratory for product development in the emerging green economy.

Ultimately, the NOLABA's new business model leverages the power of effective collaboration and partnership by providing a platform for innovation and giving local government, investors, foundations, financial institutions, business and industry leaders, and social entrepreneurs a dynamic vehicle to address issues of equity and sustainability through market-based approaches.