



SENIOR STRATEGIC COMMUNICATIONS MANAGER

New Orleans Business Alliance ([NOLABA](#)) is looking for exceptional candidates who are passionate and understand how instrumental economic development is to the quality of life for New Orleans residents. We problem-solve every day. We work hard to change narratives and realities. We have a lot of fun. And we'd like you to be part of this important work and amazing team!

The Business Alliance is looking to hire a **Senior Strategic Communications Manager**, to lead the tactical direction of the Marketing & Communications functions related to projects involving the New Orleans Business Alliance's digital channels, social media, web development, graphic design, data management, and increasing the presence and visibility of our brand. This Sr. 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 Senior Strategic Communications Manager works closely with other members of the Business Alliance team, and reports directly to the President & CEO. Additionally, this individual will manage the tactical aspects of the relationship with NOLABA's strategic communications agency of record.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Public Relations & Content Development

- Produce, write and edit strategic communications materials including briefings to elected officials, 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 the Business Alliance brand on all marketing materials
- Manage editorial calendar and develop content around key themes and relevant industry and/or local trends
- Keep all marketing collateral, source files, policies, etc. organized and easily accessible on company server
- Coordinate with graphic designers, photographers and other vendors to create and update collateral
- Communicate frequently with organization partners to develop strategy for event and/or program execution

Social Media

- Ensure consistent activity via posting, responding and re-distributing relevant content across 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
- Content creation and curation
- Post live from select events



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
- Use digital strategies 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

Qualification & Job Requirements:

- 5+ years of experience in marketing and communications
- Bachelor's degree (B.A.) from four-year college or university preferred
- Proficiency in all Microsoft Office Suite applications, with expertise in MS PowerPoint
- Graphic Design experience: familiarity with Adobe Creative Suite, prefer experience with at least one of the following programs: Adobe Acrobat Pro, Photoshop, InDesign, Illustrator
- Hands-on experience writing copy and managing branded identities across multiple platforms is a plus
- Digital fluency in social media, WordPress, Google applications, Google Analytics and Hootsuite (or similar)
- Excellent communication skills; ability to write appropriately for different channels (social media, websites, articles, press releases, etc.)
- Strong organizational and critical thinking skills, with the ability to work well under tight deadlines and pressure
- Demonstrate ability to be flexible, nimble, coachable, intellectually curious and proactive
- Experience in a CRM system geared toward business development and/or sales (especially Salesforce) a plus
- 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
- Team building ability
- Presentation skills
- Sense of humor
- High comfort level with pushback or the vetting of ideas
- Assiduousness
- Comfort with complexity
- Ability to adapt and thrive in an entrepreneurial environment
- High ethical standards and commitment to fairness and equity
- Your go-to-phrase is, “let’s think about it, there is probably a way to make it happen”

Commitments:

- Treat all NOLABA employees, associates, customers, public/ private sector partners and Board members fairly, courteously, and with dignity.
- Model superior customer service behavior by maintaining positive relationships with all New Orleans Business Alliance stakeholders.
- Be prompt and available for flexible scheduling; be honest and fair in all business dealings; professional demeanor at all times.

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 and United States; international travel may be required.
- This is a full-time position and hours of work and days are Monday through Friday 8:30am to 5:30pm. Occasional evening and weekend work may be required as job duties demand.



NOTICE:

- Applicants must be currently authorized to work in the United States for any employer
- Salary Commensurate with Experience; Exceptional Benefits Package

Application Process:

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

- Resume
- Cover Letter
- An example of a PowerPoint presentation or Press Release

In your email, please note “*NOLABA Sr. Communications Manager*” in the subject line.

New Orleans Business Alliance is an Equal Opportunity Employer

New Orleans Business Alliance 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. The New Orleans Business Alliance 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.

New Orleans Business Alliance 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 New Orleans Business Alliance employees to perform their expected job duties is absolutely not tolerated.

All Business Alliance employees are subject to the Organization’s Public Records Policies and Procedures.