



# The Public Affairs Research Council of Louisiana

August 2019

## Position Open at the Public Affairs Research Council of Louisiana

The Public Affairs Research Council of Louisiana (PAR) is seeking a full-time associate and communications professional to advance the non-profit organization's mission to prepare and publicize quality, independent research and policy recommendations, educate the public and engage members and stakeholders in our work.

We are looking for an outstanding candidate who can work effectively in a team environment alongside PAR's senior management in Baton Rouge. The position will foster effective internal and external communications, to implement PAR's strategic plan and to provide vision for the organization and the state of Louisiana. Salary and title will be suited to experience and organizational scale. Benefits include a retirement savings program, health care insurance plan, and flexible hours. Position available immediately.

### Responsibilities

The position involves three major areas: communications; project management; and policy research work. Responsibilities include: development and management of content and publications in print and digital media; development and management of website and social media strategy; writing; editing; work with publication and website designers; assist with marketing strategy and materials to strengthen PAR's brand and raise local and statewide visibility; outreach to the media, the public, PAR members, stakeholder groups and policymakers; collaborate with development officer to grow stakeholder engagement opportunities; legislative session monitoring and commentary; policy research; analysis; assistance with public presentations; board and member communications; staff liaison to board committee; track progress on the implementation of PAR's strategic plan.

### Examples of PAR projects

Louisiana Constitutional Reform; Reset Louisiana's Future; PAR Guide to the Legislature; PAR Guide to the Constitutional Amendments; PAR Insights; PAR's Sunshine HQ upgrade; PAR publications on pension reform, taxes, redistricting; education and workforce development; annual meeting materials and events; membership and fundraising drives; annual newsletter.

### Highly valued skills and experience

Quality writing and editing; deadline oriented; an implementer who thrives on managing a variety of key initiatives concurrently; oversight of publications in digital and print formats; social media experience in a professional setting; knowledge of Louisiana policy issues; marketing and branding; strong creative, strategic, analytical and organizational skills. Candidates may show strengths in some areas and an ability to grow in others.

**Beneficial skills and experience**

Literacy in WordPress, Word, InDesign and other Adobe products; web site management and analytics; Facebook; Twitter; Instagram; PowerPoint and presentation software; Constant Contact; data analysis; Zoom; radio and sound recording; video and video recording; familiarity with fundraising.

*Please submit resume by September 10, 2019, to PAR Policy Director Steven Procopio at [steven@parlouisiana.org](mailto:steven@parlouisiana.org) (225) 926-8414 Ext. 224.*

**ABOUT PAR**

PAR is an independent voice offering solutions to crucial issues for the betterment of Louisiana through accurate, objective research and focusing public attention on those solutions. Founded in 1950, PAR is a 501(c)3 nonprofit, independent public policy research organization with a statewide scope of impact. PAR has Board of Directors members, organization members, and donors throughout Louisiana. PAR's office is located in downtown Baton Rouge.