



COMMUNICATIONS POSITION

Communications Position Open at PAR Louisiana

The Public Affairs Research Council of Louisiana (PAR) is seeking a full-time associate and communications professional. This position serves 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 to 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 commensurate with experience. Benefits include flexible hours, a retirement savings program, health care insurance plan and monthly phone stipend. The position is available immediately.

Responsibilities

Responsibilities include: development and management of content and publications in print and digital media; development and management of website and social media strategies; work with publication and website designers; oversight of marketing strategies and materials to strengthen PAR's brand and raise local and statewide visibility; outreach to members of the media, the public, PAR members, stakeholder groups and policymakers; collaboration with development director to grow stakeholder engagement opportunities; legislative session monitoring and commentary; assistance with public presentations; board and member communications; staff liaison to board committee.

Examples of PAR projects

Louisiana Constitutional Reform; RESET Louisiana's Future; PAR Guide to the Legislature; PAR Guide to the Constitutional Amendments; PAR Commentaries; PAR Sunshine Headquarters; PAR publications on various topics; PAR Annual Conference and Luncheon; membership and fundraising drives and events; 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; marketing and branding; video recording and editing; strong creative, strategic, analytical and organizational skills; knowledge of Louisiana policy issues (would be valuable, but not required). Candidates may show strengths in some areas and an ability to grow in others.

Beneficial skills and experience

Microsoft programs including Word and Excel; InDesign, Photoshop and other Adobe products; WordPress; website management; analytic tracking; social media including Facebook, Twitter, Instagram and LinkedIn; PowerPoint and presentation software; Constant Contact; Canva; Zoom.

Please submit a resume to PAR President Steven Procopio at steven@parlouisiana.org (225)926-8414 Ext. 224.