



Keep Louisiana Beautiful Communications and Marketing Director

Keep Louisiana Beautiful (KLB) is looking for a highly motivated individual to play a pivotal role in improving the quality of life in communities throughout Louisiana. KLB is a non-profit organization that brings people together to build and sustain vibrant, clean communities. Through our programs and a statewide network of affiliate organizations and partners, we provide the tools and resources to help prevent litter, reduce waste, increase recycling, and protect the natural beauty of our communities. KLB provides training, professional development, grant funding, program resources, environmental education and public awareness campaigns.

POSITION SUMMARY

The Communications and Marketing Manager's primary responsibility is to effectively develop, lead, and manage the marketing, special events and communications strategies and functions for Keep Louisiana Beautiful. This is a full-time position reporting directly to the Executive Director. Benefits include medical insurance, vacation, holiday and leave time. Occasional after-hour work and in-state travel required. Work performed with minimal supervision. The office is located in Mandeville, Louisiana. Submit cover letter, writing sample, salary requirement and resume to srussell@keeplouisianabeautiful.org. No phone calls accepted.

COMMUNICATIONS AND PUBLIC RELATIONS

- Lead all strategic communications, branding, and marketing efforts.
- Manage and update website.
- Write and produce digital and print materials.
- Manage digital, social and traditional media campaigns and activities.
- Write and distribute electronic newsletters and communications.
- Secure and track media.
- Coordinate professional development and educational webinars.
- Serve as staff liaison to the board public relations committee and advertising agency.
- Serve as spokesperson as needed.

MARKETING AND SPECIAL EVENTS

- Identify, cultivate, and manage key stakeholder relationships.
- Manage and implement all marketing and special events for the organization including but not limited to the annual state conference, an awards banquet, and Love the Boot Week.
- Work with state agencies and companies to manage programs, campaigns, and events to promote KLB's mission.

EDUCATION, EXPERIENCE AND SKILLS

- Bachelor's degree in a related field required.
- At least 3 years of marketing, special events planning and communication experience.
- Non-profit, environmental, waste reduction, and economic and community development experience desired.
- Proficient in Microsoft Office.
- Working knowledge of website content management
- Experience with traditional and digital media.
- WordPress, Cognito, Little Green Light, and Adobe Illustrator knowledge desired.
- Excellent written and oral communication skills.
- Creative thinker with good problem solving skills.
- Highly motivated, self-starter with exceptional organizational skills.
- Works well independently or as part of a team in a fast-paced environment.
- Work effectively and collaboratively with local community leaders, elected officials, local government, KLB board and staff, state agencies, KLB affiliates and other groups.