

**Position Overview:**

**JOB TITLE:** Communications Coordinator

**EMPLOYMENT STATUS:** Full time, 40 hours per week

**JUSTIFICATION/REASON:** This is a position to create and manage the online marketing, print, and digital communications on behalf of the Pontchartrain Conservancy

**JOB LOCATION:** Metairie, LA

**POSITION SUMMARY**

The Communications Coordinator will leverage online engagement strategies to raise awareness and build support for Pontchartrain Conservancy. This position will develop and implement strategies for growing the Conservancy's online audience across a variety of digital properties, as well as track performance and iterate accordingly. The Communications Coordinator will be a part of the communications team and will be charged with translating its goals online by designing and distributing web-based content across the PC website, social media, email list and other digital platforms. This position will help develop content, such as videos, infographics and more that educate and inform, and help design digital and print media pieces with the communications team. Candidates must possess a strong fluency in social media, email marketing and digital content management. Skills in CSS/HTML, experience with Drupal, graphic design and video editing are highly desired.

**ESSENTIAL FUNCTIONS**

- Create and manage content on website, and general web presence; work with PC staff to design, create, edit, and regularly update multimedia pages on the site; analyze website statistics.
- Create and manage content with partner organizations such as the Restore the Mississippi River Delta (MRD), Coastal Protection and Restoration Authority, and others.
- Collaborate on MRD workplan and execution of tasks and goals associated with MRD objectives. This will include writing content for MRD website, press releases, social media, talking points, media tours, and other channels.
- Develop strategies for reaching new audiences on PC website and general web presence, identifying potential emerging platforms and innovative techniques for reaching target audiences.
- Coordinate with communications team on implementation of communications messaging and strategies across coalition online platforms:
  - Make suggestions for tailoring messaging and packaging content specifically for online audiences on different online platforms.
  - When appropriate, coordinate with partner organizations' online teams to execute social media campaigns and leverage larger organizational platforms when possible.
- Ensure optimal user experience across website and social media platforms, maintaining seamless consistency with PC strategy, branding, and messaging.
- Establish quantifiable goals for PC online work, website visits and engagement activities, such as online actions taken.
- Attend relevant on-the-ground events, field work, hearings and meetings as needed to document and engage an online audience through live-tweeting, photo-sharing, videos, and other means.
- Manage PC editorial calendar, including developing and updating content.
- Maintain systems to track and evaluate performance analytics for website and social media platforms to improve content and engagement against key metrics and benchmarks.
- Partner with outreach team to maintain PC email list: This includes recommending opportunities to engage email subscribers through action alerts, drafting monthly e-newsletters, growing subscriber list and more.

- In direct coordination with Communications Director and contractors, maintain online advertising efforts, placing ads and reporting on performance to ensure success of digital advertising as part of larger paid media strategy.
- Support other communications staff as needed in achieving strategic team and coalition goals online.

**QUALIFICATIONS AND EXPERIENCE**

- Bachelor’s Degree required; strongly preferred in communications, digital design, or other related field.
- 1-3 years’ experience managing web content, digital media strategy and online communications, with a proven track record of growth in user base and engagement.
- Experience developing engaging and innovative online communications materials for a wide range of audiences across many platforms.
- Demonstrated success leveraging a wide variety of social media platforms and innovative tactics to engage and reach supporters.
- Knowledge of SEO/SEM, as well as experience managing and implementing paid media campaigns.
- Exceptional graphic design skills. Ability to communicate complex and technical information clearly to many audiences.
- A proactive, self-starter able to get things accomplished with minimal direct supervision.
- Strong proficiency in a wide range of digital platforms and programs, including Microsoft Office, Adobe InDesign, Photoshop and Premiere Pro, Drupal, Google Analytics, Facebook, Twitter, Instagram, LinkedIn, YouTube, Constant Contact, or similar email management system.
- Photography, sound, and video recording and editing capabilities; experience in the nonprofit sector on issues related to conservation; knowledge of Louisiana and its people/ geography/ history/ environment.
- Occasional travel in New Orleans/Pontchartrain basin area, as well as some evening and weekend work as needed. Occasional field work. Reliable transportation required.
  
- Excellent attention to detail and the ability to follow instructions accurately
- Ability to work well independently as well as in a team environment
- Flexibility to adapt to changing priorities and tasks
- Basic mechanical skills and familiarity with operating digital equipment

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