



Director of Marketing and Communications

Position Announcement

Organization: Louisiana Central

Location: Alexandria, Louisiana

Position Summary:

Louisiana Central is seeking a dynamic and experienced Director of Marketing and Communications to lead our strategic communications efforts, enhance our brand visibility, and promote economic development initiatives across our ten-parish region. The Director will be responsible for developing and executing comprehensive marketing and communications plans, managing media relations, creating compelling content, overseeing digital and social media strategies, managing brand guidelines, and managing relationships with marketing and public relations vendors.

Responsibilities:

- Develop and implement integrated marketing and communications strategies to promote Louisiana Central's mission, initiatives, and achievements.
- Manage media relations, including drafting news releases, organizing new conferences, and serving as the organization's spokesperson.
- Create and curate engaging content for various platforms, including website, social media, newsletters, and reports.
- Oversee digital and social media strategies, including content planning, community engagement, and performance analysis.
- Manage and enforce brand guidelines to ensure consistent messaging and visual identity across all channels.
- Manage relationships with marketing and public relations vendors, including contracts, deliverables, and performance.
- Coordinate marketing and communications efforts for special events, programs, and initiatives.
- Collaborate with internal teams and external partners to achieve strategic goals.
- Track and analyze marketing and communications metrics to measure effectiveness and inform future strategies.

Qualifications/Requirements:

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field.



- Five (5) years of proven experience in marketing and communications preferred, (preferably in economic development or a related industry).
- Demonstrated experience in managing media relations and serving as a spokesperson.
- Proficiency in digital and social media platforms and tools, including analytics and reporting.
- Strong written and verbal communication skills, with exceptional attention to detail.
- Ability to develop and execute strategic marketing and communications plans.
- Experience in brand management and maintaining brand consistency.
- Proven ability to manage relationships with external vendors and agencies.
- Excellent organizational and project management skills, with the ability to manage multiple priorities.
- Knowledge of the Central Louisiana region is highly desirable.
- Must be able to provide a portfolio of work showcasing relevant experience and skills.
- Must be available to work occasional evenings and weekends for events and meetings.
- Must possess a valid driver's license and reliable transportation.

To Apply:

Interested candidates should submit a resume, cover letter, portfolio of work, and professional references to Lafe Jones, COO and Executive Vice President - ljones@louisiana-central.com

About Louisiana Central:

Louisiana Central is a regional economic development organization, a non-profit 501(c)(3), serving a ten-parish region. We act as a catalyst, leader, and connector to build a knowledge- and innovation-driven economy. Our mission is to Grow Jobs, Grow Opportunities, and Grow Our Region. Our key areas of focus are industry attraction and retention, entrepreneurship, regional innovation and workforce development.