



Louisiana's
Community & Technical Colleges
Changing Lives, Creating Futures

Director of Communications and Outreach

The Louisiana Community and Technical College System (LCTCS) invites applications for the position of **Director of Communications and Outreach**. This position is located in the Baton Rouge System Office and reports to the Chief Public Affairs Officer.

Summary:

The Director of Communications and Outreach is a key member of the Louisiana Community and Technical College System Office. The Director of Communications and Outreach is responsible for state-wide, strategic communications and outreach activities designed to build brand awareness and public understanding of the Louisiana Community & Technical College System, its 12 colleges, WorkReady U (Adult Education), and Career and Technical Education programs. As a key member of the System's communications team, the Director of Communications will manage special projects, create news stories, white papers, feature stories and profiles, coordinate interviews and assist with research, writing, editing and compiling information to promote system programs, achievements, milestones and initiatives. The Director of Communications and Outreach will manage one full-time employee and one graduate level student worker.

Duties and Responsibilities

The **Director of Communications and Outreach** will:

- Drive strategic communications and media strategy aligned with the system's strategic Our Louisiana 2020 plan.
- Provide strategic communications counsel to the Chief Public Affairs Officer and major internal and external stakeholders.
- Cultivate strategic media relationships with key press representatives, including reporters and editors.
- Assist Chief Public Affairs Officer and the Enrollment Management Services team with WorkReady U (Adult Education) and Career and Technical Education strategic communications, outreach and marketing.
- Assist the Chief Public Affairs Officer in the positioning and messaging for major system initiatives, responses to issues and industry developments.

- Manage the 50 Businesses in 50 Days initiative.
- Manage the Annual Louisiana Workforce Experience.
- Manage compilation, scheduling and distribution of Student Success Stories.
- Assist Chief Public Affairs Officer with strategic sustainability plan communications.
- Assist Chief Public Affairs Officer with rural campus outreach.
- Manage social media platforms to promote brand and drive integrated campaigns.
- Writes, edits and proofs media alerts, new releases and talking points, and assists in the coordination of news conferences and meetings with reporters.
- Responsible for assisting in pitching relevant news stories to local and national press.
- Serves as spokesperson in the absence of the System President and Chief Public Affairs Officer.
- Assists the Chief Public Affairs Officer in the media relations component of the system's annual overall advocacy and legislative plan.
- Maintains the willingness and ability to be flexible and creative in the event of unforeseen circumstances, crises, and other out of the ordinary incidents with the ability to use discretion concerning sensitive and confidential information.
- Responsible for monitoring, updating and maintaining website content and giving support and guidance to office staff who manage their sections of the LCTCS website.
- Supports various departments in the system as well as some colleges as needed with communications strategies.
- Performs other duties as assigned by the Executive Director of Communications and Outreach and the Chief Public Affairs Officer.

Minimum Qualification:

- Bachelor's degree in journalism, communications, marketing, English or related field.
- Seven to 10 years of professional experience in developing written and visual communications.
- Must have excellent writing, editing and verbal abilities and proofreading skills.
- Must be detail-oriented, organized and comfortable with handling multiple projects with tight deadlines.
- Working knowledge of Microsoft Office, the Adobe Creative Suite, and can work in both PC and Mac platforms
- Works well independently, as well as in a team environment.

Preferred Qualifications:

- Proficient skills in graphic design, design project management and print production.
- Familiar with Associated Press writing style.
- Energetic, professional, assertive and self-motivated.

Additional Requirements:

- Proof of Education
- A valid Louisiana Driver's License
- Proof of motor vehicle insurance

In accordance with LCTCS Policy #6:036, a criminal history check will be conducted on all new hires. LCTCS participates in the federal E-Verify system for identification and employment eligibility purposes.

Compensation:

Compensation will be commensurate with education and work experience.

Application Instructions:

Applicants for this position should submit:

- 1) a cover letter
- 2) resume (to include date(s) of employment and date(s) educational degrees obtained)
- 3) the names and contact information of three work-related references to:

Human Resources Specialist
Louisiana Community and Technical College System
265 S. Foster Drive
Baton Rouge, LA 70806

or via email to employment@lctcs.edu
Applications will be accepted until position is filled.

For more information about the Louisiana Community and Technical College System, visit www.lctcs.edu. LCTCS is in partnership with Louisiana Economic Development FastStart and Louisiana Job Connection.

Louisiana Community and Technical College System is committed to diversity and is an equal opportunity / equal access employer.