



## CENTER *for* PLANNING EXCELLENCE

### **Job Description: Communications Coordinator**

#### **ABOUT THE ORGANIZATION**

The Center for Planning Excellence (CPEX) is a unique non-profit planning organization that provides planning and policy services, drives cross-agency and collaborative statewide planning initiatives and guides urban, rural, and regional planning implementation in Louisiana. We provide best-practice planning models, innovative policy ideas, and technical assistance to individual communities that wish to create and enact a broad spectrum of plans, including master plans and those dealing with transportation and infrastructure needs, environmental issues, and healthy community design. CPEX brings together community members and leaders from across the state and provides guidance as they work toward a shared vision for future smart growth and sustainable development. CPEX continues to be on the cutting edge of climate, resilience, and healthy community design in Louisiana.

#### **ABOUT THE ROLE**

CPEX seeks a full-time **Communications Coordinator** who will support the organization's external communications, events, and member engagement activities. The Communications Coordinator will work closely with the Director of Strategic Communications and Marketing and the Communications Manager to draft and implement communications content across platforms, assist in the execution of campaigns and events, and ensure CPEX's visual and written materials align with our standards and mission. The ideal candidate has strong writing skills, enjoys creative collaboration, has a desire to learn and innovate, and can manage multiple projects in a fast-paced, mission-driven environment.

We are looking for someone who is energized by storytelling and public engagement, detail-oriented, and eager to learn. Most importantly, we seek someone who is aligned with and passionate about CPEX's mission.

#### **PRIMARY RESPONSIBILITIES**

*Communications (~60% of effort)*

The Communications Coordinator will support day-to-day content development and organizational messaging.

- Draft content for social media, newsletter, website, membership campaigns, and other platforms
- Collaborate with Communications Director and Manager on campaign planning and messaging
- Assist with creation and updates of print and digital collateral (flyers, presentations, signage, etc.)



- Maintain internal communications calendar and track content deadlines
- Monitor analytics and assist with reporting across social media and email platforms
- Capture, organize, and archive photos and video at CPEX events
- Maintain up-to-date lists and digital assets for communications purposes

#### *Events & Campaigns (~30% of effort)*

CPEX regularly hosts events ranging from public meetings and planning workshops to the Louisiana Smart Growth Summit. These events offer opportunities to engage key audiences and advance our mission.

- Assist in coordination, setup, and execution of events
- Support communications and promotional strategies related to events
- Capture live social media content and help manage post-event follow-up
- Support invitation, RSVP, and registration processes
- Maintain branded event materials and signage

#### *Other CPEX Duties (~10% of effort)*

- Participate in regular staff meetings, events, and retreats
- Track and submit time and expenses
- Assist in preparing for, and occasionally attend, other CPEX events including public meetings
- Support and attend CPEX board meetings
- Provide support to other CPEX initiatives as needed

### **DESIRED SKILLS AND QUALIFICATIONS**

The following skills and qualifications represent our ideal candidate. We encourage potential candidates to apply even if they do not meet all below criteria.

- Degree in communications, journalism, public relations, marketing, planning, or a related field
- At least 1 year of experience in a communications or content creation role (internships included)
- Excellent writing, editing, and proofreading skills
- Strong organizational and project management abilities
- Experience with social media platforms and email marketing tools
- Design or photo editing experience (Canva, Adobe Creative Suite, or similar)
- Familiarity with website CMS platforms (e.g., WordPress) a plus
- Comfortable working both collaboratively and independently
- Passion for CPEX's mission and commitment to equity and sustainability

### **ADDITIONAL DETAILS**

- Location: CPEX's office is located in downtown Baton Rouge and offers a flexible work environment. After an initial fully in-office period, CPEX employees may work some days remotely as the role allows. As a CPEX employee, the successful candidate will be expected to participate in CPEX events, occasionally on evenings and weekends with advance notice.



- Compensation: This is a full-time, salaried position with a competitive benefits package. Salary ranges from \$45,000 to \$55,000, commensurate with the successful candidate's experience.
- Application Requirements: Applicants must submit **a resume, cover letter, and portfolio or writing samples (optional but encouraged) to Kierra McHenry at [kmchenry@cpex.org](mailto:kmchenry@cpex.org).** Applicants must be authorized to work in the United States. The position will remain open until filled.

#### **DIVERSITY, EQUITY, AND INCLUSION AT CPEX**

CPEX is committed to advancing diversity, equity, and inclusion in every aspect of our work. We believe that sustainable prosperity and community resilience cannot be achieved without equity and the inclusion of all Louisianans. We strive to uplift diverse voices and to foster authentic community engagement in shaping Louisiana's future. A successful candidate will share and support these values as an integral part of their work.