



## **Position: Director of Marketing and Strategic Communications**

### **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 and implementation in Louisiana. We provide best-practice planning models, innovative policy ideas, and technical assistance to 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 is seeking a **Director of Marketing and Strategic Communications** who will play a pivotal role in shaping the organization's public image and narrative. This position has key responsibilities that include leading a statewide communications and marketing strategy, serving as an advisor to the CEO and executive leadership on communications strategy, assisting with advocacy efforts, growing media relationships, adapting communications to diverse audiences, and coordinating strategy and collateral development and distribution across program areas. We are seeking a candidate who is able to lead, strategize, and produce, and whose depth and breadth of experience will enable them to build on the significant communications capacity that already exists at CPEX.

The ideal candidate is a strategic thinker with strong political acumen, established media contacts, and well-developed skills in narrative building, writing, developing content across a multitude of media genres and platforms, and connecting with diverse audiences. This individual should excel in collaborating across the organization, connecting the dots between various aspects of CPEX's work and needs and priorities of diverse stakeholders, and being meticulous about quality control.

### **Primary Responsibilities**

#### ***Statewide Communications and Marketing Strategy & Execution ~30%***

Working closely with the comms team to:

- Lead development and execution of a comprehensive statewide communications and marketing strategy for CPEX as a whole as well as for specific initiatives.
- Craft a compelling narrative that effectively communicates CPEX's mission, vision, impact, and diverse programs and services.
- Identify and engage priority audiences.
- Ensure consistent messaging across various platforms and materials.
- Tailor CPEX communications to diverse audiences and communication channels.

- Ensure inclusivity and accessibility in all communications.

#### ***Advisory Role ~30%***

- Advise the CEO and executive leadership team in developing communications strategies and tactics as needed and lead development and execution of communiques and other supporting materials.
- Provide strategic guidance to leadership and the comms team on various messaging and communications initiatives.
- Collaborate with CPEX leadership and the comms team to draft and refine key messages, talking points, and other materials for various stakeholders, including government agencies, community partners, and funders.

#### ***Media Relations ~15%***

- Grow and deepen media relationships, with a focus on state and local radio, television and print media.
- Establish CPEX as a go-to resource for quality information and content around key issues.
- Develop partnerships for featured series that highlight CPEX's work and key issues.

#### ***Supervision and Mentorship ~15%***

- Manage and build overall capacity of the communications team, with a focus on helping to build skills, implement internal processes, and develop capacity-building resources for communications team members.
- Delegate tasks effectively, ensuring communications team members are empowered to take ownership of specific projects and initiatives.
- Provide guidance, mentorship, and professional development opportunities for the communications team members to foster growth and skill enhancement.
- Conduct regular performance reviews and co-develop clear expectations for individual and team goals.

#### ***Smart Growth Summit Marketing and Communications ~10%***

- Lead strategy and assist with execution of a comprehensive communications and marketing strategy for CPEX's cornerstone bi-annual event, the Smart Growth Summit.

#### **Qualifications and Skills**

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

- 15+ years of experience in strategic communications and marketing, public relations, or related experience.
- Proven experience in developing and implementing strategic communications and plans.
- Demonstrated ability in production of written and visual communications collateral.
- Strong narrative building skills with the ability to convey complex ideas in a compelling and accessible manner.
- Understanding of diverse Louisiana communities, cultures, and political dynamics and the ability to tailor messages accordingly.
- Excellent collaboration and leadership skills, with the ability to add value and build capacity at all levels.

### **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:** Salary range is \$90,000 – \$115,000 and will be commensurate with the successful candidate's level of experience. CPEX offers a competitive benefits package.
- **Application Requirements:** Applicants must be authorized to work in the United States. The position will remain open until filled. Applicants must submit a resume, cover letter, and portfolio to Ruthie Losavio at [rlosavio@cpex.org](mailto:rlosavio@cpex.org). Please only submit portfolio content that reflects work to which you were the sole or primary contributor. Portfolio contents can include:
  - Communications strategies.
  - Published videos, articles, or other media productions.
  - Marketing campaign plans and materials.
  - Media pitches and press releases.
  - Other deliverables that reflect the breadth and depth of your skill set.
- **Interviews:** Qualified candidates will be invited for virtual or in-person interviews on an ongoing basis until the position is filled. References will only be contacted after coordination with the candidate.

### **Diversity, Equity, and Inclusion at CPEX**

CPEX is committed to advancing diversity, equity, and inclusion and we aspire to do so intentionally, in every aspect of our work. We recognize that sustainable prosperity and community resilience cannot be realized in the absence of equity and inclusion for all Louisiana residents, and we strive to lift all voices in our efforts to ensure that all Louisianans are included in the decisions that impact their communities, region, and state. CPEX is committed to integrating DEI into the fabric of our organization and our work, from our internal culture to how we partner with communities, to how we use our resources, and we are continually seeking ways to expand our impact and improve our performance on these measures. A successful candidate will be equally committed to these goals and values.