



CENTER *for* PLANNING EXCELLENCE

Director of Marketing and Strategic Communications

ABOUT THE ORGANIZATION

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 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.

Marketing and Communications for CPEX's Smart Growth Summit ~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.

Supervision and Mentorship ~30%

- 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.

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.

- 15+ years 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. The successful candidate will be expected to regularly attend CPEX events and meetings in Baton Rouge, New Orleans, and around Louisiana, including some evening and weekend events when necessary.
- Salary: 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 submit **a resume, cover letter, and portfolio to Kierra McHenry at kmchenry@cpex.org**. Applicants must be authorized to work in the United States. Qualified candidates will be invited for virtual or in-person interviews on an ongoing basis until the position is filled.
 - **Portfolio:** Contents can include the following: Communications strategies; published articles, videos, or other media productions; marketing campaign plans and materials; media pitches; press releases; or other deliverables that reflect the breadth and depth of your skill set. Please only submit items that reflect work to which you were the sole or primary contributor.
- Qualified candidates will be invited for virtual or in-person interviews on an ongoing basis and references will only be contacted after coordination with the candidate.

We are excited to add a new member to our team to bring fresh knowledge and energy to our work empowering communities to shape Louisiana's future!

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.