

**BOARD OF REGENTS
COMMUNICATIONS MANAGER**

The Communications Manager reports directly to the Assistant Commissioner for Public Affairs.

Responsibilities include:

- Generates, gathers, edits, and manages content to be used on Board of Regents website and other publications.
- Able to execute communications campaigns (both web/digital and print) that foster engagement between the institutions and stakeholders.
- Repurposes and realigns existing website content to generate content for secondary uses such as internal communications, website postings and social media marketing.
- Researches and provides insight into best practices for social media.
- Proofs, edits and updates existing information and content on Board of Regents website using content management system.
- Contributes to the collaboration process and execution of all marketing projects and campaigns, whether delivered through the website, other online deliveries or in print.
- Graphic Design, Photography and Digital Media (Audio & Video).
- Assist with planning and execution of events as needed.
- Performs other duties as assigned by the Asst. Commissioner for Public Affairs.

Minimum qualifications:

- A Baccalaureate degree from a regionally accredited institution, graduate degree preferred, in Mass Communications, Journalism, Public Relations or Information Technology;
- Four or more years of experience in communications and marketing;
- Must be proficient in the administration of web based technologies including content management systems, blogs and wikis;
- Must have experience in graphic design, photography, digital media
- Ability to multi-task and work cooperatively with others;
- Must have experience using Macintosh and PC computers;
- Must have excellent oral and written communication skills.
- Work with a wide range of individuals and can handle sensitive issues while maintaining confidentiality;
- Work with administrators and staff in a productive, positive, and professional manner;
- Exercise discretion in prioritizing tasks, sharing information and using independent judgment;
- Has a high level of computer competency and self-sufficiency;
- Can work under stringent deadlines and adapt to changing priorities and needs.

Interested applicants should send a cover letter and resume to BoR.jobs@la.gov.