



804 E St. Mary Blvd. Lafayette, Louisiana 70503 // o 337.233.2705 // f 337.234.8671 // OneAcadiana.org

Director, Marketing and Communications

Organization overview:

One Acadiana (1A) is a business-led organization focused on making Acadiana one of the most sought-after places in the South for business and professional talent. We serve as Acadiana's regional economic development group and as the central business organization for Lafayette.

Representing more than 850 businesses throughout a nine-parish region in South Louisiana, 1A serves as a vehicle for achieving the region's aspirations. The organization is located in the city of Lafayette and serves a region of roughly 700,000 people with a vibrant culture and unique entrepreneurial spirit.

Our strategic approach to improving Acadiana's business climate includes cultivating a portfolio of community assets, marketing and promoting the region, and revitalizing our urban core. In order to improve the quality and long-term sustainability of our regional community and economy, we believe business needs to contribute effective leadership. We know achieving our full potential will require a collaborative approach, which is why we built an inclusive organization that welcomes members, investors, and community partners to work with us in making Acadiana a place that defies social and political fragmentation by forging alliances and developing solutions.

Position Overview

Reporting to the SVP of Governmental Affairs and Communications and actively leading a team of Manager of Communications and Manager of Creative Services, the Director of Marketing and Communications manages a comprehensive communications and marketing plan to advance the brand and image of 1A as an intelligent, results-oriented organization committed to improving the nine-parish region in South Louisiana.

The director serves as a key member of 1A's in-house marketing and public relations team, working with staff from various departments, incl. business development, governmental affairs, policy, investor and member relations, and events to plan and deliver strategic, full-service communications campaigns.

Specific Responsibilities

Partner with 1A staff to help deliver on their objectives; craft and execute long-term and short-term strategic plans around organizational communications needs; increase awareness of all 1A programs, both internally and externally, using the organization's marketing and communications tools; and work cross-divisionally to ensure consistent branding and message effectiveness through:

- Working with the SVP to develop 1A marketing, media, and communications outreach plans and activities. Execute on message development, content, media materials, media relations, social media, and sponsored content placement, incl. budget management of these activities
- Cultivating the region's brand by telling Acadiana's story to local and external audiences



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- Managing 1A's media relations and editorial activities, incl. writing and reviewing content, and securing approval for materials (e.g., press releases, blogs, articles, etc.) from executive leadership
- Responding in a timely manner to media inquiries (local and external), and assisting the SVP in preparing 1A staff for interviews and press conferences

Key Skills

- Excellent writing skills to create succinct, engaging, understandable messages and media materials, along with the ability to meet short deadlines. Strong oral and interpersonal communication skills and attention to detail also necessary
- Demonstrated ability to understand complex topics and communicate content – in writing and verbally – to broad audiences while maintaining content integrity
- Proactive and creative self-starter with the propensity to think outside the box
- Ability to multi-task under tight deadlines and effectively juggle competing priorities
- Demonstrated ability to set priorities and manage projects, completing them with a high level of excellence, on-time, and on-budget
- Ability to effectively interact with senior-level executives as well as manage contracts with 3rd parties, (incl. numerous contractors and vendors)
- Experience in promoting and driving collaboration with internal team and external stakeholders
- Proven ability to exercise discretion in the representation of 1A's message and brand

Requirements

- Bachelor's degree required with strong academic credentials. Course work in writing intensive subjects preferred (e.g., English, political science, communications, journalism, other liberal arts)
- 4-7 years of professional experience, incl. at least 2 years of experience in a role with significant communications and/or marketing responsibilities. Management experience preferred
- Proficiency in Microsoft Office suite incl. Word, Excel, PowerPoint, and Outlook
- Working knowledge of publishing software applications such as InDesign, Photoshop, and Adobe Illustrator preferred

To apply:

Please submit your cover letter and resume to jobs@oneacadiana.org and include the job title in the subject line.

DISCLAIMER:

The above statements reflect the general duties considered necessary to describe the principal functions of the job as identified and shall not be considered as a detailed description of all work requirements which may be inherent in the position. They may be subject to change at any time due to reasonable accommodation or other reasons.