



Communication and Community Engagement Manager Downtown Lafayette

Job Title: Communication and Community Engagement Manager

Location: Lafayette, LA

Organization: Downtown Lafayette Unlimited

Employment Type: Full-Time

About Us

Downtown Lafayette is dedicated to the urban core through place-making, programming, advocacy, and marketing of the district's assets. We are seeking a passionate and creative Communication and Community Engagement Manager to join our team and help amplify our message and reach, coordinate with our members, and showcase Downtown and all it has to offer.

Position Summary: The Communication and Community Engagement Manager will play a pivotal role on the Downtown team managing all communication strategies, public engagement initiatives, media relations, member relations, and other stakeholder engagement.

Qualifications

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field preferred.
- 3+ years of experience marketing, communications, and/or donor relations, preferably in a nonprofit setting.
- Exceptional writing, editing, and verbal communication skills for a variety of platforms and mediums
- Exceptional organizational skills
- Willingness to work occasional evenings and weekends for events (ample notice will be given)
- Proficiency in digital marketing tools, social media platforms, and graphic design software (e.g., Adobe Creative Suite or Canva).
- Strong project management skills and the ability to handle multiple priorities in a fast-paced environment.
- Passion for the mission and values of Downtown Lafayette.
- Skilled at public speaking
- Strong collaboration skills

Key Responsibilities

1. Strategic Planning:
 - Develop and execute comprehensive marketing and communication strategies that are aligned with organizational goals.
 - Collaborate with leadership to identify key messaging and communication priorities.
 - CRM strategy and management
2. Content Creation:
 - Write, edit, and oversee the production of marketing materials, including newsletters, brochures, social media content, and press releases.
 - Create compelling storytelling content that highlights our programs and impact.
3. Digital Marketing:
 - Manage and optimize the organization's website in conjunction with partners
 - Develop, execute, and manage content on social media platforms (Facebook, LinkedIn, Instagram) to increase engagement and reach.
 - Develop and implement digital campaigns, including email marketing, social media, and online fundraising efforts.
 - Develop reporting system to measure impact and ROI
4. Media Relations:
 - Build and maintain relationships with media outlets, drafting press releases and coordinating interviews and events.
 - Monitor media coverage and manage the organization's public relations strategy.
5. Event Promotion:
 - Collaborate with Executive Director and Events Manager team to promote events and initiatives, ensuring consistent messaging and branding.
 - Assist in the planning and execution of fundraising events and community outreach activities.
 - Develop outreach strategies with businesses and stakeholders to increase reach for events
6. Stakeholder Engagement:
 - Foster relationships with stakeholders, including donors, community partners, businesses, and volunteers, to promote collaboration and support.
 - Help to develop, implement, and analyze meetings, surveys, or other ways for communicating with and receiving feedback from the community regarding Downtown Lafayette and its initiatives
 - Represent the organization at community events and networking opportunities when needed.
 - Secure speaking opportunities for Executive Director and CEO
7. Membership
 - Help Executive Director develop membership model
 - Develop a regular communication strategy with members

- Perform member visits weekly
- 8. Performance Measurement:
 - Track and analyze the effectiveness of marketing campaigns and communication efforts, providing regular reports and recommendations for improvement.

Benefits

- Salary Range: \$55,000-\$60,000
- Healthcare stipend.
- Generous paid time off and holidays.
- Annual professional development stipend.

How to Apply

Interested candidates should submit the following documentation:

- Resume
- Three writing samples
- 2-4 references
- Cover letter (optional)

All material may be sent to Jessica@downtownlafayette.org. Please include "Communication and Community Engagement Manager Application" in the subject line.

Downtown Lafayette is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.