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COUNCIL FOR A BETTER LOUISIANA

Council for A Better Louisiana

The Council for A Better Louisiana (CABL) is a nonpartisan, nonprofit organization that works on important issues at the state level. Its primary focus is on state fiscal policies and improving public education from early education through K-12, postsecondary, and workforce. It also operates the widely-respected *Leadership Louisiana* program which brings together current and aspiring leaders from across Louisiana to learn more about major state issues and encourage civic engagement.

CABL is seeking a Communications & Membership Engagement Coordinator to supervise and manage its communications and marketing efforts. The ideal candidate should have a bachelor's degree in marketing or a related field; strong organizational, people, and writing skills; experience in social/digital media; and an interest in public policy with a passion for Louisiana.

Job Description

The Communications & Membership Engagement Coordinator works directly with the President and Vice President and is responsible for planning, organizing, and managing internal and external communications activities for CABL, in collaboration with other staff.

Responsibilities

1. Help develop and execute a comprehensive, coordinated communications strategy for CABL.
2. Create social media content and help define and build the CABL brand and voice across social media channels.
3. Develop strategies to help CABL engage younger audiences using digital tools.
4. Collaborate with staff to create an ongoing social media calendar.
5. Monitor social media channels to track trends.
6. Manage CABL website.
7. Assist with the creation of marketing materials for CABL, *Leadership Louisiana*, and events.
8. Organize and maintain database of members and sponsors and generate member communications and marketing materials.

Requirements

1. Bachelor's degree or experience in marketing or related field.
2. Experience with digital media editing tools such as Canva.
3. Strong organizational, writing, and people skills.
4. Willingness to learn new skills including database management and software.
5. Team player.
6. Interest in public policy and strong commitment to Louisiana and improving the state.

Contact: Barry Erwin, President, Council for A Better Louisiana at erwin@cabl.org.