



**COMMUNICATIONS
COORDINATOR**

New Orleans, Louisiana

The Coalition to Restore Coastal Louisiana, the most effective and recognized coastal advocacy organization in the state, seeks a dynamic and skilled professional to serve as our Communications Coordinator.

The Communications Coordinator will support CRCL's communication and public relations activities. The Communications Coordinator will play a central role in planning and hosting the 2023 State of the Coast conference, the largest gathering of its kind in Louisiana. As a member of the communications team, the coordinator will create and design content for and manage the organization's website and social media; contribute to marketing and development campaigns; design digital and print products, including newsletters; and track and analyze data to inform communication activities. The strongest candidates will bring creativity and design knowledge as well as organization skills.

THE COALITION TO RESTORE COASTAL LOUISIANA

As the state's first nonprofit organization dedicated to coastal restoration, CRCL works at the local, state and federal levels to ensure that restoring and protecting Louisiana's coast is a top priority for the state and the nation. In addition to CRCL's roles as an advocate and a watchdog, the organization serves as a responsible steward of Louisiana's rich coastal wetlands, actively facilitating and funding coastal restoration projects.

CRCL unites a diverse, nonpartisan set of interests via its Board of Directors and robust organizational partnerships. Through the efforts of volunteers who plant marsh grasses and trees across the coast, membership events, conferences and newsletters, CRCL's reach is multiplied, enabling the organization to connect with thousands of individuals each year. CRCL's multifaceted, comprehensive and coast-wide approach to coastal restoration distinguishes the organization from every other civic and environmental group in the region.

The Role

The Communications Coordinator will work closely with the Executive Director, partner organizations and other staff members in planning and executing the State of the Coast conference, focusing largely on the conference logistics and framework. This conference will be held over three days starting in late May of 2023. The coordinator will work with colleagues, contractors, partners and participants to ensure the conference is useful, engaging, effective and well organized, with program development as a primary task.

The Communications Coordinator will work with the Communications Director to generate and design content that shares the work of the organization and other relevant information to CRCL supporters. The coordinator should have experience with writing external-facing communications, with social media platforms, with content management systems such as WordPress and software such as Adobe InDesign, Photoshop, Illustrator and Premiere and Canva.

The Communications Coordinator will be part of a three-person team along with the Communications Director and the social media strategist (a Serve Louisiana position). The Communications Department connects to all other departments within the organization, as well as with the public. Familiarity with coastal restoration is of critical importance.

The position will report to the Director of Communications.

Responsibilities

- Manage program development for the State of the Coast conference.
- Create and edit content, including video content, for and manage the organization's websites: crcl.org and stateofthecoast.org.
- Create content for and design printed and digital materials (flyers, pamphlets, etc.)
- Create social media content and manage content across platforms.
- Create content to promote and recruit participants to CRCL events.
- Track and analyze data to evaluate the reach of CRCL communications via newsletters, websites, social media.
- Support the application of DEIJ principles internally and externally to increase collaboration with and participation of communities underrepresented in our coastal work.
- Support the Communications team to advance the mission and strategic plan of CRCL.

Preferred Qualifications

- Exceptional communication and interpersonal skills
- Ability to think strategically and prioritize activities to achieve maximum effectiveness in a fast-paced environment
- Attention to detail
- Content creation experience
- Digital and print design experience
- Website management and design experience
- Experience managing or curating professional social media accounts
- Experience using metrics to track performance
- Conference program development experience
- Nonprofit experience
- An energetic, positive presence
- Knowledge of Louisiana's coastal issues and communities
- Dedication and commitment to CRCL's mission

Salary Starting from approximately \$40,000 with potential for growth over time.
Generous health and retirement benefits and leave policy including parental leave.

Location: New Orleans (up to three days a week) and virtual

How to Apply: Interested candidates should submit a cover letter, resume and contact information for references to isabella.donnell@crcl.org with Communications Coordinator in the subject line.

Closing Date: Until filled

The Coalition to Restore Coastal Louisiana follows an equal opportunity employment policy and employs personnel without regard to race, creed, color, ethnicity, national origin, religion, sex, sexual orientation, gender expression, age, physical or mental ability, veteran status, military obligations, incarceration background or marital status. We strive to increase diversity, equity, inclusion and justice in all elements of our work and with our partners to support the interdependent needs of nature and people in a rapidly changing world.

The requirements and qualifications listed in our job descriptions are guidelines, not hard and fast rules, and if you have most of the qualifications listed, we encourage you to apply. Your experience refers to paid and unpaid experience, including volunteer work, which helps build the competencies, knowledge, and skills that translate directly to our openings.