



CRCL COMMUNICATIONS SENIOR COORDINATOR

Position Description

Overview

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 senior coordinator.

About CRCL

CRCL's mission is to unite people in action to achieve a thriving, sustainable Louisiana coast for all. CRCL unites business leaders, scientists, landowners, national and local conservation groups, government agencies, hunters, anglers and a broad spectrum of concerned residents to advance restoration of a sustainable coastal Louisiana. The successful applicant will join a talented team and enjoy a high-energy, flexible work environment.

Position

The communications senior coordinator will support CRCL's communication and public relations activities. The communications senior coordinator will play a central role in planning and hosting the 2025 State of the Coast conference, the largest gathering of its kind in Louisiana. Secondly, as a member of the communications team, the coordinator will help create content for and manage the organization's website and social media; contribute to marketing and development campaigns; help generate digital and print products, including newsletters; and track and analyze data to inform communication activities. The coordinator will also be a member of the communications team of Restore the Mississippi River Delta, a five-organization campaign that includes CRCL. The strongest candidates will bring creativity as well as strong organization skills.

The communications senior 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 2025. The coordinator will work with colleagues, contractors, partners and participants to ensure the conference is useful, engaging, effective and well organized, with communications planning, graphic design, website and app development and overall workflow coordination as the primary focuses.

The communications senior coordinator will work with the communications director to shape 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 Department connects to all other departments within the organization, as well as with the public. The communications senior coordinator should be familiar with Asana and other workflow platforms to coordinate events, graphics, etc. Familiarity with coastal restoration is important.

The position will report to the director of communications.

Responsibilities

- Coordinate planning of the 2025 State of the Coast conference with event consultants, CRCL staff, Serve Louisiana partners, the Program Committee and others.
- Manage project coordination, communications planning, graphic design and website and app development for the State of the Coast conference.
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- Create digital content, including video content, for the organization's websites: crcl.org, stateofthecoast.org and centralwetlands.org.
- Create content for and design printed materials (flyers, pamphlets, etc.); create social media, eblast and newsletter content and manage content across platforms.
- Track and analyze data to evaluate the reach of CRCL communications via newsletters, websites, social media.
- Manage information, including documents, images, graphics and video, in internal databases.
- Work with development and other staff to establish and strengthen visual identity for organization and conference.
- 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.

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 Commensurate with experience.
Expected salary range: \$40,000 - \$60,000.
Generous insurance and retirement benefits.
Generous leave policy including parental leave.

Location: New Orleans. Up to three days a week in person 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 senior coordinator in the subject line.

Closing Date: April 21, 2024

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.

3.19.2024