



Lighthouse Louisiana

Job Title: Communications Specialist

Department: Development

Reports to: Vice President of Development & Communications

Lighthouse Louisiana is seeking an innovative and motivated New Orleans-based Communications Specialist to manage internal and external communications for a nonprofit organization providing diverse array of services to people with disabilities. This position will be a key leader in developing and implementing communication strategies and media campaigns that create awareness of Lighthouse Louisiana. The ideal candidate is willing to take on multiple projects at once, switches easily between tasks, is excited to try new things, and eager to learn. Video and photo editing experience required.

Duties and responsibilities

External Communications

Responsible for implementing aspects of the annual communications plan.

- Manage, maintain, and grow Lighthouse social media channels, including Facebook, X, YouTube, LinkedIn and any other relevant platforms. Collaborate with Services and Sales staff to develop content for social media and ensure content variety that reflects our brand and mission.
- Develop, distribute, and maintain all print and electronic collateral, including newsletters, brochures, electronic communications, and media under the direction of the Vice President of Development and Communications.
- Capture photographs of all Lighthouse events for newsletter inclusion and social media promotion.
- Create stories for external and internal audiences by recording and editing video and audio, including organizing raw files, creating and inserting static and motion graphics, adding music, voice-over, and media management.
- Develop public relations materials, including press releases and public service announcements that increase our visibility to stakeholders.
- Actively engage, cultivate, and manage press relationships to ensure coverage of programs, special events, public announcements, and other projects to build awareness of our work and mission.
- Spearhead advocacy events (vendor events, Inclusion Day, disability employment symposium), including coordination, promotion, and event logistics.
- Represent Lighthouse Louisiana in the community at events, meetings and public gatherings promoting services and programs.

Internal Communications

With guidance and direction from the VP of Development & Communications, support activities that drive our mission and brand to employees, including:

- Work with the various departments to develop content, write, and schedule monthly e-newsletters.
- Assist the Chair of the Employee Engagement Committee to plan and execute internal events.
- Manage Employee of the Quarter and Employee of the Year programs.
- Assist in the execution of the annual all staff survey.
- Photograph all Lighthouse internal events for newsletter inclusion and social media promotion.
- Schedule, coordinate, and promote facility tours for community partners to learn more about the Lighthouse and our mission.

Qualifications & Requirements

Education: Bachelor's degree in journalism, Communications, or similar field preferred.

Special Knowledge or Skills: Video, photo editing, and graphic design experience a plus. Excellent oral and written communication skills; knowledge of Microsoft Word, Excel, and Outlook, familiarity with NetSuite a plus. Ability to embrace and master new technologies and organize and manage multiple projects.

Experience: Minimum 2 years of communications/marketing experience required. Social media experience required.

Personality: Professional, pleasant, able to maintain confidentiality, detail-oriented, organized. Excellent storytelling presentation and persuasive skills both written and oral. Enthusiastic team player with collaborative spirit; able to operate across a complex organization and thrive in a fast-paced culture. High emotional intelligence and the ability to connect and communicate with a diverse range of personalities.

Problem Solving: Ability to maintain a positive and constructive attitude while solving problems. A spirited thinker who anticipates needs, contributes creative ideas, and proposes solutions with strong decision-making capability. Flexible in your approach and demeanor to align with the shifting demands of evolving and complex circumstances.

Supervisory Responsibilities: None.

Physical: Able to visually critique print & electronic materials, move about in the community, lift 25 pounds, and sit for extended periods of time.

Working Conditions: Inside, office setting, with some local event settings. Must have a good driving record, current driver's license, reliable mode of transportation and current certificate of insurance for any personal vehicle.

Work Schedule: Full-time 40 hours weekly, may include evening or weekend hours.

Background Check and Drug Testing Required: Employment is contingent upon satisfactory results.

This job description does not imply that these are the only duties to be performed. The person in this position will perform such other tasks as may be required for the effective operation of the department as directed by the VP of Development & Communications.

Lighthouse Louisiana affirms Equal Employment Opportunity by hereby stating that no person shall on the basis of race, color, religion, sex, age, national origin, disability, veteran status, natural, protective or cultural hairstyle, or any other non-merit factor be discriminated against in any employment practice.

Job Type: Full-time

Pay: \$45,000.00 - \$48,000.00 per year

Benefits:

- 401(k)
- 401(k) matching
- Dental insurance
- Employee assistance program
- Flexible spending account
- Health insurance
- Life insurance
- Paid time off
- Vision insurance

Schedule:

- 8 hour shift
- Monday to Friday

Work Location: In person