

The Board of Regents is established in the Louisiana Constitution as the state's coordinating board for higher education, working with four management boards, 32 public degree-granting institutions, and four special-purpose institutions. The BoR sets statewide policy related to higher education; advocates for higher education systems and institutions; distributes state-provided funding in accordance with legislative actions; and administers granting programs related to the advancement of the missions of postsecondary education systems and institutions. The Board of Regents contains three programs which include the Board of Regents, the Louisiana Office of Student Financial Assistance (LOSFA), and the Louisiana Universities Marine Consortium (LUMCON).

## **POSITION OVERVIEW:**

The Communication Specialist supports the award-winning Strategic Communications team to build and execute a strategic communications plan designed to promote and support Louisiana's Higher Education Master Plan efforts and the overall work of the Board of Regents (BOR). The Communications Specialist works directly and collaboratively with the Associate Commissioner for Strategic Communications.

## **MINIMUM QUALIFICATIONS:**

- \* Bachelor's degree in Mass Communications, Journalism, Public Relations or Political Communications from a regionally accredited institution.
- \* Strong writing and organizational skills.

## **IDEAL CANDIDATE/PREFERRED QUALIFICATIONS:**

- \* Master's degree in Mass Communications, Journalism, Public Relations or Political Communications from a regionally accredited institution;
- \* Experience in graphic design, photography, social media strategy, and digital media (video and audio);
- \* Strong writing and organizational skills;
- \* Education champion with a passion for creativity in a fast-paced, rewarding work environment; and
- \* Experience in higher education and/or state government.

## **ESSENTIAL DUTIES & RESPONSIBILITIES:**

Essential and other important duties and responsibilities may include, but are not limited to the following:

- \* Serves as lead for event planning and execution, as well as meeting set-up, to include production of materials for councils, task forces, subcabinets, etc., under the auspices of BOR;
- \* Assists in writing speeches for the Commissioner;
- \* Researches and writes speeches and position papers on selected topics;
- \* Prepares Board meeting scripts and related materials;
- \* Prepares briefing materials for interviews and events;
- \* Assists in administration of Regents' website, [www.laregents.edu](http://www.laregents.edu);
- \* Contributes to the creative development and execution of all strategic marketing projects and campaigns, delivered through social media, website, other online delivery platforms, or print;
- \* Provides support for social media platform content to include graphics, photography, and videos in coordination with Associate Commissioner for Strategic Communications;
- \* Maintains an agency-wide strategic planning and event calendar;
- \* Coordinates internal communications platforms and messaging;

- \* Coordinates all purchasing, to include marketing items and materials for internal and external audiences, related to events and meetings and maintains contracts within the division;
- \* Supports scheduling appointments, meetings and travel, as needed; and
- \* Performs other duties as assigned.

**HOW TO APPLY:**

To apply for this vacancy, [click this link and complete an electronic application, which can be used for this vacancy as well as future job opportunities.](#)