Communications Associate

Job Description
Center for Planning Excellence (CPEX) is a statewide non-profit planning organization located in Baton Rouge, LA. CPEX’s mission is to bring people, culture, and planning together to make great communities happen. We are a team of driven, passionate individuals with diverse educational backgrounds and skill sets. Together, we champion the power of good planning to build livable, resilient communities throughout Louisiana through our work as policy advocates, educators, and planning experts.

We are seeking a full-time employee to help create and distribute multimedia content that elevates CPEX’s brand and expertise and advances our mission. Our communication goals are driven by our mission and the work we do, which includes educational events, staff presentations and appearances, public meetings, workshops, member and partner relations, advocacy, and on-the-ground planning and implementation projects.

For this position, CPEX welcomes candidates with varied educational and professional experience. We need someone who is able to help increase CPEX’s media presence and membership base, and help produce thoughtful, engaging content for a variety of platforms and audiences. For this work, we rely on:

- Excellent written and verbal communication skills
- Ability to draft quality content in a timely manner
- Ability to craft messages that appeal to a variety of target audiences
- Ability to build relationships with traditional media, pitch stories, and secure coverage
- Prompt response to communication needs as they arise
- Collaboration with others within and outside CPEX to create and refine content
- Creativity and willingness to explore new approaches
- Confidence to use or learn to use data and analytics to monitor and improve effectiveness
- Flexibility, independence and ability to prioritize work in a fast-paced, multi-task environment
- Ability to accept feedback and integrate it into future work
- A positive, can-do attitude and enthusiasm for continual learning about CPEX’s various lines of work and the issues that are relevant to that work
- Genuine care for Louisiana communities and their diverse residents

Responsibilities
The work of the Communications Associate is guided by the organization’s Strategic (Communication) Plan and overseen by the CEO/President and Vice President. The work includes, but is not limited to:

- Drafting media releases, talking points, speeches, presentations, one-pagers and other external communication material
- Development and distribution of content for social media, newsletter subscribers, and CPEX members
- Creation and management of marketing materials and campaigns
- Building relationships with traditional media and pitching stories
- Working with traditional and non-traditional media to expand the reach of CPEX’s messages and expertise
- Brainstorming with program staff to develop communications strategies and tactics that support CPEX’s projects and brand
• Maintaining and updating the CPEX website
• Planning and executing communications to support CPEX events -- especially the annual Smart Growth Summit.

CPEX offers its full-time employees a competitive benefits package. Salary is negotiable, and the position will remain open until filled. CPEX is an equal opportunity organization that recognizes the value of different work styles and supports work-life balance for its employees.

Diversity, Equity, and Inclusion at CPEX
CPEX is committed to advancing diversity, equity, and inclusion and we aspire to do so intentionally, in every aspect of our work. We recognize that sustainable prosperity and community resilience cannot be realized in the absence of equity and inclusion for all Louisiana residents, and we strive to lift up all voices in our efforts to ensure that all Louisianans are included in the decisions that impact their communities, region, and state. CPEX is committed to integrating DEI into the fabric of our organization and our work, from our internal culture to how we partner with communities to how we use our resources, and we are continually seeking ways to expand our impact and improve our performance on these measures. A successful candidate will be equally committed to these goals and values.

Application Process
Send resume or curriculum vitae along with a cover letter and a short writing sample (1-2 pages) to kkeating@cpex.org. Candidates being considered for an interview will be asked to complete a short assignment in advance of the interview.