

**Position:     MARKETING/COMMUNICATIONS DIRECTOR**  
**Civil Service Title:   MARKETING DEVELOPMENT COORDINATOR**

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**Date: August 10, 2015**

**Main Functions:**

The Marketing/Communications Director develops, establishes, and maintains consistent marketing strategies to meet organizational objectives. This position effectively manages the implementation of marketing, media-outreach, brand identity, and promotional activities of NORDC.

**Reports to:** *NORDC Chief Operating Officer*

**Duties:**

- Manages and coordinates all marketing, advertising, and promotional staff and activities of NORDC and the respective divisions;
- Manages and maintains consistent and accurate messaging across all media: printed collateral, presentation materials, website, social media, recreation centers, and playground facilities signage;
- Functions as the media contact for NORDC thereby drafting and issuing press releases and media alerts as directed internally and/or by the City of New Orleans' Communications Team;
- Developing and implementing marketing plans and tactics to support new and existing programs;
- Monitoring, reviewing, and reporting on all marketing activity and results;
- Developing and implementing brand identity strategy and tactics;
- Creating style guide and visual presentation standards;
- Determining and managing the NORDC marketing budget;
- Delivering marketing activity within an approved budget; and performing other duties as assigned.

**Knowledge, Skills and Abilities:**

- Expertise with computer and/or client/server systems, website creation and editing software, Microsoft Excel and high proficiency in other Microsoft Office applications
- Professional competency in spoken and written English
- Able to work independently, effectively manage multiple projects and assignments under time constraints and changing priorities
- Extremely responsible, punctual, and detail oriented with notable organizational skills
- Knowledge of NORDC policies and procedures
- Ability to effectively engage the public/community for various recruitment purposes
- Demonstrated leadership, managerial, and direction-oriented skills
- Ability to establish and maintain effective work relationships with staff, patrons, and individuals from diverse backgrounds
- Ability to understand and follow oral and written instructions
- Ability to represent NORDC in a professional and courteous manner

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**Employment Requirements:**

- Must maintain an Orleans Parish domicile
- A Bachelor's Degree from an accredited college or university in communications, journalism, media arts, public relations, English or a closely related field.
- **AND:** Three (3) years of progressive, highly responsible\* professional work in advertising, public relations, events planning or a closely related field.

**\*NOTE:** A Master's Degree may be substituted for one (1) year of experience.

**Compensation:**

Annual Base Salary:     \$51,144

Work Week:             35 hours per week, subject to flex time

**Apply to:**

Please forward your resume by email to: [mjwebster@nola.gov](mailto:mjwebster@nola.gov)