



Job Title: Digital Communications Specialist

Location: Lafayette, LA

Department: Communications & Media

Salary Range: \$19.23 - \$25.88 (DOE)

Position Type: Full Time

Department Overview

Lafayette Consolidated Government's Communications & Media Department works to create transparent and accountable access to City-Parish Government for the citizens of Lafayette Parish in communicating the initiatives set by the administration and all of LCG's departments. Communications utilizes a myriad of media such as live press briefings, interviews, public service announcements, social media and press releases to accomplish this goal.

Position Overview:

The Digital Communications Specialist, will be responsible for, updating and disseminating routine informational material through various media to inform the public about a LCG's programs or services, inform executive and administrative staff about progress of public relations activities, and assist in developing and implementing public relations programs for LCG programs.

Qualifications

Minimum Qualifications:

A baccalaureate degree in journalism, mass communication, public relation, or a related field, plus a minimum of 2 years of experience in the implementation of a communication strategy.

Substitutions:

Experience in marketing, public relations, library science, and/or the research, written preparation and dissemination of information to the public or on behalf of an organization to its customers through such medium as publications, broadcasting, Internet web pages, social media, or public speaking will substitute for the required degree on the basis of one year of experience for thirty semester hours of college.

Note:

Any college hours or degree must be from an accredited college or university.

Position Qualifications:

- Excellent verbal and communication skills.
- Proficient in MS Office, emails, and digital content creation business tools.
- Proven hands-on content writing experience for various social media platforms.
- Strong understanding of social media platforms, trends, networking and best practices.
- Creative and strategic thinker with a keen eye for detail.
- A good portfolio showcasing work.

Key Job Responsibilities:

- Gathers, prepares and distributes information about LCG departments and/or programs to the media and directly to the public.
- Assists in developing and implementing a robust communication strategy that includes social media creation and media outreach.
- Researches and advises on best practices related to social media engagement, content development, website accessibility, and user experience within digital platforms.
- Assists in program development and implementation.

- Assists in gathering, entering and maintaining content on the LCG website.
- Assists in responding to electronic commerce from the LCG website.
- Contacts media representatives to inform them of special LCG events.
- Assists in coordinating publicity for agency events; sets up displays, gives tours and audio-visual presentations.
- Assists in developing and implementing audio-visual presentations and scripts.
- Researches and assists in writing news releases.
- Assists in speech writing for executives.
- Researches and facilitates the content development and general layout of informational materials such as press releases, blogs, newsletters, infographics, bulletins, pamphlets, directories, brochures, billboards, fact sheets, and posters to enhance the visibility of LCG initiatives.
- Adheres to the LCG's style guide and working conditions and ensure to provide high quality and error-free content.
- Collaborates with internal stakeholders to brainstorm innovative content ideas.
- Cultivates and maintains a strong relationship with various external sources such as journalists.

How to Apply:

Qualified candidates are invited to submit their resume, a cover letter, and professional references to applicant@LafayetteLA.gov include "Digital Communications Specialist" in the job interest subject line.