Mananger of Digital Communications

Louisiana cannot thrive until every citizen, regardless of race or ZIP code, has the resources and support they need to reach their full potential. The Louisiana Budget Project uses research, communications and outreach to advocate for public policies that eliminate racial barriers and produce a more just and inclusive economy. We are seeking someone to help us tell Louisiana’s story to new audiences. The Manager of Digital Communications will join a strong, growing team and will be challenged to enhance our multimedia capacity. If you have a knack for storytelling, an interest in public policy and a mastery of digital communications tools then you are strongly encouraged to apply.

THE WORK

• Working closely with policy and outreach teams to collect stories and create messaging that is optimized for engagement across email, social media and the web;

• Create graphic, video, and story content for LBP online and social media channels, including, but not limited to: Website, Instagram, Twitter, Facebook, TikTok, and YouTube, ensuring brand consistency and tone of voice;

• Work with policy and advocacy teams to distill complex policy topics into clear and compelling content for a general audience;

• Serving as a strategic partner for other teams, training and advising staff on best practices and coordinating efforts across social accounts;

• Help maintain editorial voice and establish best practices across digital channels

ABOUT YOU

• Excellent writer and storyteller with the multimedia clips to prove it;

• A commitment to economic and racial justice

• A familiarity with public policy, especially issues that affect young people

ADDITIONAL INFORMATION

• This is a full-time, bargaining-unit position in LBP United, LBP’s staff union.

• The salary range for this position is $60,000 - $68,000 per year, with benefits that include 100% company-paid health, dental and vision insurance for employees, a 403(b) retirement plan with company match, and paid family leave.
• To apply, please email a cover letter, resume, and at least two work samples to jobs@labudget.org with “Manager of Digital Communications” in the subject line.

• The job will remain open until filled.

*The Louisiana Budget Project is an equal opportunity employer that does not discriminate on the basis of race, creed, color, sex, national origin, marital status, sexual orientation, religious or political affiliation, disability, and any other classification considered discriminatory under applicable law.*