



BGR is hiring. We're looking for a **Communications Specialist**.

Who we are. The Bureau of Governmental Research (BGR) is a private, nonprofit research organization dedicated to informed public policy making and the effective use of public resources for the improvement of government in the New Orleans metropolitan area. We are an independent, constructive, objective voice in the local policy landscape. Since 1932, BGR has issued more than 1,500 reports to improve government function in furtherance of transparency, effectiveness, efficiency and accountability.

BGR's goals for the position. The Communications Specialist is a new position to help BGR achieve its strategic goal of enhanced visibility with citizens, policymakers and the media. The Communication Specialist should guide BGR to increased social media presence and followers; better audience engagement; improved use of audio and video, graphics and infographics; more succinct presentation of research and recommendations; and more effective outreach for member events and public forums. The Communications Specialist will collaborate with our research team, Director of Membership and Engagement, and President & CEO to develop and execute engaging, thoughtful and innovative communications. The ideal candidate will be forward-thinking and self-motivated, have working knowledge of local public policy, understand and abide by [our mission](#) and voice, and be able to manage multiple tasks with professionalism and attention to detail.

Primary responsibilities. The Communications Specialist could be a part-time or full-time position, depending on the applicant. The position reports to the Vice President & Research Director and entails the following responsibilities, with the understanding that they may evolve over time with BGR's communications strategy and technology:

- *Social Media.* With guidance and direction, prepare content for [Twitter](#), [Facebook](#), [Instagram](#), [LinkedIn](#) and [YouTube](#) in collaboration with BGR research team or Director of Membership and Engagement. Schedule posts and manage BGR's social media planning calendar. Engage with users of BGR's social media consistent with BGR policy. Identify and execute opportunities for promoting posts within budget. Identify and execute strategies for growing followers.
- *Website Management.* Prepare and load posts, reports, images and other content onto BGR's Wordpress website, [bgr.org](#). Keep website information current and up to date with assistance from other BGR team members (exclusive of Wordpress and Plugin updates). Identify website enhancements for implementation by design firm. Assist with search engine marketing effort managed by design firm.
- *Publications.* Plan, design and produce promotional materials for BGR events, our Annual Report, membership/donor forms, and other organizational communication materials in collaboration with the Director of Membership and Engagement and the President & CEO. Plan and design report covers and graphics for BGR research reports in collaboration with research team.
- *Innovation and Outreach.* Create communications products for website and social media and assist with public presentations that deliver BGR research in new ways to the public and policymakers.
- *Measurement and Reporting.* Gather social media metrics, news mentions, website data, and other metrics and update our internal reports and dashboards. Present monthly summary to BGR Board of Directors.

Educational and experience requirements. To qualify for consideration, you must have a Bachelor's degree in communications, marketing or related fields. Candidates should have at least three years of experience with communications, social media, graphic design, websites and publications in a team setting. Candidates must have familiarity with BGR's work and public policy. Experience working with a research or nonprofit organization a plus.

Technical skills. Candidates should demonstrate:

- Proficiency and creativity in graphic design and layout for online and print.
- Strong working knowledge of Microsoft Word, Excel and PowerPoint, Adobe Photoshop and InDesign, WordPress and the social media platforms used by BGR. Experience with video editing/production software and Constant Contact or other email marketing program a plus.
- Clear, concise writing skills, command of grammar rules and self-editing skills.
- Strong project planning and organizational skills and ability to manage multiple tasks and meet deadlines.
- Excellent verbal communication and presentation skills.

Are you interested? If so, please apply by Friday, December 6, 2019. Submit a cover letter, a resume, and a portfolio of original design, communications and social media work (prepared with minimal or no editing by others or pre-designed templates) to Selva Riemann at sriemann@bgr.org. Applicants will be interviewed on a continuing basis. Applicants granted interviews will be notified within two weeks of submission. For any questions, please call or email Stephen Stuart, BGR's Vice President and Research Director, at 504/525.4152, ext. 105 or stuart@bgr.org.