

Strategic Communication Specialist

Job Summary: The Strategic Communication Specialist (SCS) will take a leadership role in the external communications of the Foundation as the primary staff member for all communication/marketing and related functions. This is a generalist role that requires the ability to plan, develop, and produce/manage both print publications and digital outreach campaigns. Success in this job will be reflected through higher alumni donor participation, increased engagement of non-alumni community supporters, and effective collaboration with the broader communication efforts of LSU Health Shreveport.

The SCS will report to the Vice President for Development and work closely with the Director of Alumni Relations and Director of Donor Relations and Events. The SCS will also work collaboratively with staff members at LSU Health Shreveport's Department of Communications and Public Affairs and the Feist Weiller Cancer Center (FWCC).

Annual performance tasks

- Develop and execute on a strategic outreach plan for the Annual Fund aligned with overall annual fundraising goals and directed toward alumni donor targeting, engagement, and relational stewardship – including:
 1. Coordinate all production processes through direct mail, email, and social media
 2. Working with VPD, create and manage an annual operational budget for the Annual Fund
 3. Monitor and regularly share progress-to-goals metrics with VPD and appropriate staff
- Develop, write, and edit original, persuasive content for various external audiences
 1. Draft press releases for Foundation events and milestones for review by LSUHS Office of Communications and Public Affairs
 2. Write Foundation articles for INSIDE, the LSUHS magazine published three times each year
 3. Work with the FWCC Director of Development on content for the FWCC newsletter
- Oversee social media engagement and create original content to be shared across platforms
 1. Manage the website, social media channels, and overall digital footprint of the Foundation, Alumni Affairs, and FWCC in accordance with existing LSUHS Brand Standards
- Manage multiple, overlapping projects in collaboration with internal and external partners
 1. Coordinate all print production processes for each direct response appeal
 2. Coordinate all digital production processes for email marketing/solicitation and social media
 3. Manage special appeals for LSU Health Shreveport's schools, centers, and departments
- Maintain the Foundation's email list and social media accounts
- Regularly review current trends in annual giving best practice methods, academic medical center philanthropy, and non-profit management

Qualifications:

- Bachelor's degree
- Demonstrated strong communications skills especially in persuasive writing
- Professional experience managing social media (Facebook, Twitter, Instagram)

- Adept at basic graphic design using Adobe Photoshop, InDesign, or other graphic design applications
- Familiarity with content creation and updates using Wordpress (Divi Builder) preferred
- Experience using email outreach platforms like MailChimp or Constant Contact
- Strong interpersonal skills with the ability to engage with others on a one-on-one basis
- Knowledge of Microsoft Office suite (Word, Excel, Powerpoint)
- Ability to work with data to drive creation and execution of development strategies

Interested candidates may send resumes and cover letters to:

Jesse Gilmore
Vice President for Development
LSU Health Sciences Foundation
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