

Delta Regional Authority –Communications Coordinator

The Delta Regional Authority is a federal-state partnership that is congressionally mandated to help create jobs, build communities, and improve lives in the Delta region, which includes 252 counties and parishes in Alabama, Arkansas, Illinois, Kentucky, Louisiana, Mississippi, Missouri, and Tennessee. The Authority invests in projects that directly support community and economic development efforts for the Delta region through investments in basic public infrastructure, transportation, workforce development, small business and entrepreneurial development, health, and community leadership. Working alongside 44 Local Development Districts as front-line project managers and local and state leadership, these investments by the DRA support job creation and community development.

JOB TITLE: Communications Coordinator

SUPERVISORY CONTROL: Public Affairs Officer/Digital Communications Manager

POSITION LOCATION: Little Rock, AR

POSITION SUMMARY: The communications coordinator will provide direct support to the DRA Office of Public Engagement by compiling the necessary policy research and program updates to ensure timely and accurate conveyance of DRA policy priorities and programs through external communications by authority and DRA leadership. The coordinator will oversee and coordinate the implementation of all communication efforts regarding project funding by the Delta Regional Authority – coordinating DRA efforts with Local Development Districts and funded project recipients with the purpose of highlighting DRA’s work towards Creating Jobs, Building Communities, and Improving Lives through its funding programs – the States Economic Development Assistance Program (SEDAP) and Rural Community Advancement Program (RCAP). The position will implement the DRA’s communication strategy with regards to local media outlets across 252 counties and parishes in eight states as well as with national outlets and provide communications support to the Public Affairs Officer and Federal Co-Chairman for all DRA external public engagement in the region. The coordinator will provide direct support to the office’s digital communications strategy, writing copy, designing graphics and campaigns, and maintaining social media platforms and website.

DUTIES AND RESPONSIBILITIES

The communications coordinator is expected to possess the following skills, experience, and knowledge necessary to execute and deliver the following outcomes on time as specified by the Office of Public Engagement of the Delta Regional Authority (DRA):

- Manage policy research and analysis to compile pertinent policy statements, statistics, and other talking points into briefing materials for Federal Co-Chairman and other DRA leadership;
- Assist in speech development and strategy development for public engagement activities of Federal Co-Chairman and other DRA leadership;
- Generate and coordinate logistics for external communications and public events related to projects and programs funded through Delta Regional Authority investment programs (SEDAP and RCAP);
- Draft and maintain regular follow-up correspondence for Federal Co-Chairman to stakeholders and agency partners;
- Coordinate and maintain existing Delta Regional Authority (DRA) press contact lists;
- Assist the Public Affairs Officer with developing and maintaining relations with media representatives of related institutions as well as online partnerships with other agencies and not-for-profits that advance the mission of the DRA and provide an outlet to promote DRA investments and funding partners;
- Support the Digital Communications Manager by producing and editing copy for articles featuring DRA-funded projects in monthly e-newsletter publications, on website, and for other external publications;
- Coordinate press and other public events to be held in the Delta region and manage follow-up activities between press corps and DRA. Generate communications content for events and relevant news regarding Delta region and/or DRA projects;
- Maintain updated information and project status of DRA projects and programs for use in external publications and on website;
- Provide in-person support to Federal Co-Chairman at public events when needed and generate/facilitate correspondence as follow-up from these public events.
- Support Digital Communications Manager with campaign and content development to meet digital strategy goals; and
- Assist Digital Communications Manager with maintenance of social media platforms with content from public events and for DRA social media campaigns.

QUALIFICATIONS:

EDUCATION: A minimum of a Bachelor’s Degree from a four-year accredited college or University in communications, journalism, public relations, marketing or related field.

EXPERIENCE: One to three years of experience in government affairs, communications, and/or economic development required.

Working knowledge of Adobe Creative Suite and graphic design experience, website management tools, social media applications.

Experience working, living, or studying in a state included in the DRA footprint.

OTHER REQUIREMENTS:

- Exceptionally strong writing, editing, and research skills
- Ability to demonstrate skills, knowledge, and experience in the execution of communications plans and activities.
- Demonstrated successful experience writing newsletters, reports, fact sheets, and press releases.
- Strong creative, strategic, analytical, organizational, and interpersonal skills.
- Computer literacy in word processing, database management and website layout.
- Strong oral and written communications skills.
- Strong commitment to diversity and equity.
- Ability to effectively multi-task.

PHYSICAL REQUIREMENTS:

Reasonable accommodations will be made to enable individuals with disabilities to perform the following essential functions.

- Audio-visual discrimination and perception sufficient to: (a) make accurate observations; (b) read and write; (c) operate assigned equipment; and (d) communicate effectively with others
- A mental capacity for: (a) sound decision-making and exercising good judgment; (b) evaluating and interpreting the implementation of DRA established rules and regulations.
- A physical condition appropriate to the performance of assigned duties and responsibilities which will include but may not be limited to the following: (a) standing, walking, sitting for extended periods of time; (b) use of hands and fingers or adaptive equipment to safely operate assigned equipment; (c) ability and license to operate a vehicle for both short and long-distance trips.
- Travel within the eight states of the DRA footprint will be expected on a potentially weekly basis.

COMPENSATION: Salary is based upon salary history, education, and experience.

HOW TO APPLY: Submit a cover letter, resume with references, and two writing samples to jobs@dra.gov with the subject line: DRA Communications Coordinator.