



Delta Regional Authority

Job Description | Communications Manager

The Delta Regional Authority (“DRA” or “the Authority”) is an independent federal agency created by Congress in the “Delta Regional Authority Act of 2000” that serves 252 counties and parishes in an eight-state region: Alabama, Arkansas, Illinois, Kentucky, Louisiana, Mississippi, Missouri, and Tennessee. DRA was established in 2000 as a formal framework for joint federal-state collaboration to promote and encourage the economic development of the lower Mississippi River and Alabama Black Belt regions. DRA invests in projects that support transportation infrastructure, basic public infrastructure, workforce training, and business development. Its mission is to help create jobs, build communities, and improve the lives of those who reside in the 252 counties and parishes of DRA’s eight-state service area. DRA, an Equal Opportunity Employer, is committed to providing equal employment opportunities to all employees and applicants for employment. It prohibits discrimination and harassment without regard to race, color, religion, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristics protected by federal, state, or local laws.

SUPERVISORY CONTROL: Communications Manager

SUPERVISION EXERCISED: Yes

FLSA STATUS: Non-Exempt

POSITION LOCATION: Remote; the candidate must reside in, or very near, one of the 252 counties and parishes in DRA’s eight-state region. [Region Map](#)

POSITION SUMMARY: The Communications Manager will oversee the implementation of both internal and external communication strategies. These duties include managing external communication channels, including DRA’s social media platforms, website, media relations; writing copy for DRA’s monthly internal and external newsletters and other correspondence; and adhering to DRA’s brand by publishing content and promotional materials. This will be an opportunity to help shape the conversation on the ground and in the local media to help inform the public about the impact of DRA in their communities. The ideal candidate will be responsible for long-term communication planning and navigating traditional press, organic content creation, coordination with allied groups, and working with media outlets to communicate directly with targeted constituencies and stakeholders about new developments and announcements from the agency. The ideal candidate will be creative, have a firm grasp of local and national press communication strategies, and be an effective manager.

ESSENTIAL JOB FUNCTIONS:

The Communications Manager will execute the following duties and responsibilities:

- Coordinate with Communications Analyst to strategically communicate with communities in targeted media markets via various tactics spanning press and community partnerships.
- Project Management of content production, including press materials, social media content, and videos.
- Work with teams on the ground to shape strategy and supervise the execution of highly localized communication plans.
- Work with the Chief Policy and Communications Officer to ensure state operations align with the organizational messaging strategy.
- Coordinate with DRA's policy and strategic planning teams to ensure on-the-ground efforts align with the communications priorities and planning.
- Create and implement style guides and brand voice outlines for all public relations, marketing, advertising, and other vital departments.
- Consult with the Chief Policy and Communications Officer and the Office of the Federal Co-Chairman to develop effective communication procedures and policies for various situations or crises.
- Develop, execute, and refine DRA communication strategy to advance agency priorities and investments, including:
 - Press announcements and events highlighting DRA investments.
 - Research, media response, and speechwriting for DRA leadership.
 - Oversee website maintenance and social media, including Facebook, LinkedIn, and YouTube.
 - Manage compilation and distribution of research and data pertaining to DRA investments, regional demographics, and economic indicators.
 - Prepare marketing and informational materials that promote the agency's investments, projects, and policy initiatives.
 - Advertising and public relations to ensure an accurate and positive portrayal of DRA programs and policy initiatives.
 - Public engagement efforts with media, community leadership, and federal, state, and local partners.
- Oversee relationships with media outlets; work to expand coverage of DRA investments and promote economic and community development within DRA's region.
- Generate articles, policy briefings, op-eds, press releases, and announcements regarding DRA programs, investments, policy initiatives, policy briefings, and other agency news.
- Serve as the author and editor of the agency's internal and external online newsletters that cover the agency's program and policy initiatives and highlight significant people, events, programs, and resources that are helping drive change in DRA's region.

QUALIFICATIONS:

Bachelor's degree in communications, public relations, marketing, or any other relevant field.

AND

At least three years of experience in traditional communications roles is required. Experience

working in the DRA region is preferred.

OR

Master's degree in communications or any other relevant field is preferred,

AND

At least two years of experience in traditional communications roles is required. Experience working in the DRA region is preferred.

PREFERRED EXPERIENCE:

- Experience managing projects with a team.
- Strong writing and editing skills and close attention to detail.
- Ability to think outside the box; the goal is to find the best way to get a message to the community, not delivering messages through pre-determined methods and tactics.
- Ability to work well with others; the candidate will work closely with members of other teams in addition to direct reports – internal communications will be critical to making the program successful.
- The candidate has the leadership qualities to synthesize people's best ideas into a vision but can also get others to buy into that vision.
- Experience communicating with diverse groups, working with a multicultural workforce, and bringing sensitivity and appreciation of cultural differences.

SALARY: \$80,000 annually

TO APPLY: Please submit your resume to humanresources@dra.gov with the subject line: Communications Manager. The deadline to apply is December 22, 2023.