

**Communications Director**  
Office of Public Affairs  
Louisiana Department of Education



The Communications Director manages all communication between the Department of Education and a diverse audience across Louisiana and the nation. It is the job of the Communications Director to translate the Louisiana Believe plan into multi-media communications that inform and invest students, parents, educators, taxpayers, and policy makers.

The Communications Director is responsible for the following activities:

- Creating and managing communications plans and calendars for all Department communications.
- Advising the State Superintendent of Education on communications strategy.
- Providing daily contact for reporters and other members of the public interested in information regarding education in Louisiana.
- Drafting and editing press releases, op-eds, speeches, and other critical written materials.
- Coordinating speeches, visits, tours, and other in-person events central to the communications strategy.
- Designing specific, multi-media campaigns around high-priority strategies and programs.
- Creating and maintaining a web presence for the Department, alongside a presence on Facebook, Twitter, YouTube, and other social media vehicles that help to communicate the agency's mission and message.
- Overseeing a process to provide timely public records when requested.
- Manage a team of three to accomplish the above functions.
- Serving as a member of the Department's Executive Team, and thus participating in senior-level policy making.

Applicants must hold a bachelor's degree. References and writing samples should be available upon request.

**Preferred Qualifications:**

Successful applicants will have demonstrated the ability to strategize, innovate, and write in challenging environments. Applicants need not have a background specifically in education policy, but applicants should have a strong interest in improving the prospects of Louisiana's children and in positive changes necessary to achieve that ideal.

Previous management of teams or departments is beneficial but not required.

For more information regarding this position, contact:

Shannon Hunt  
Louisiana Department of Education - Human Resources  
1202 North Street  
Baton Rouge, Louisiana 70812  
(225) 342-0166  
[shannon.hunt@LA.gov](mailto:shannon.hunt@LA.gov)