



Greater Baton Rouge Industry Alliance, Inc.
Communications and Research Coordinator
Position Description

ABOUT GBRIA

The Greater Baton Rouge Industry Alliance (GBRIA) connects the leading industrial companies in the Baton Rouge and New Orleans regions to share best practices, strengthen workforce development, and advance safety and innovation. Our members and partners include world-class petrochemical, refining, and construction firms that form the backbone of Louisiana's economy.

At GBRIA, we're a small, collaborative team that makes a big impact. You'll work directly with senior leaders from industry and gain meaningful experience managing projects, budgets, and events that support Louisiana's industrial growth.

ABOUT THE ROLE

As GBRIA's Communications and Research Coordinator, you will support marketing and communications work across the organization, including the New Orleans Region Industry Alliance (NORIA) and the Louisiana Construction Education Foundation (LCEF). You will also administer GBRIA's member survey programs, owning that work from outreach through final reporting.

Your work will focus on content production and member outreach, and you will serve as staff lead and facilitator for the Technology Committee and the TEC Next Conference.

KEY RESPONSIBILITIES

External Communication

You will work closely alongside the Director of Communications and Public Affairs to support GBRIA's external communications.

- Assist with social media content creation, scheduling, monitoring, and reporting across GBRIA's six platforms, such as LinkedIn, Facebook, X, and YouTube.
- Support newsletter production by gathering content, drafting, and assisting with distribution.
- Create event slide decks and related presentation materials for GBRIA programs and meetings.
- Assist with the production of member-facing collateral including flyers, event materials, and digital content.
- Support website content updates including event pages, news posts, and program information.

Member Research and Surveys

GBRIA conducts several recurring surveys that provide members with timely, relevant data on economic conditions, workforce availability, and industry safety trends. You will administer these programs, owning the full cycle from member outreach through final reporting.



- Administer the Quarterly Plant Managers Economic Survey, coordinating distribution, tracking participation, compiling results, and producing summary reports for member and board audiences.
- Administer the Incident and Illness Data survey program, managing timelines, member follow-up, and data compilation.
- Conduct proactive member outreach to drive survey participation, including direct calls and emails to member contacts as needed.
- Compile and format survey results into clear, professional reports and presentations suitable for distribution to members and presentation to the board.
- Identify opportunities to improve survey processes, participation rates, and reporting quality over time.

Technology Committee and TEC Next Conference

GBRIA's Technology Committee brings together member professionals to share best practices and emerging trends in industrial technology. The TEC Next Conference is the committee's flagship annual event. You will serve as the primary staff lead for both.

- Schedule and coordinate Technology Committee meetings, prepare agendas and materials, and take and distribute meeting minutes.
- Maintain committee rosters and track member engagement.
- Serve as the primary staff coordinator for the TEC Next Conference, managing logistics, communications, speaker coordination, and on-site support in collaboration with other staff.
- Support the committee chair and member volunteers in developing program content and identifying topics of interest to the membership.

Operations & Team Collaboration

- Work closely with staff on shared projects and cross-functional initiatives.
- Assist with updating and maintaining accurate member databases related to your program areas.
- Support GBRIA events as needed. Event production is a team effort and all staff contribute.
- Contribute to other organizational priorities as directed by the President and CEO or a staff lead.

QUALIFICATIONS

Required

- Bachelor's degree in communications, marketing, business, public administration, or a related field.
- Strong written communication skills, including the ability to write clearly and professionally for different audiences.



- Strong visual communication skills and experience creating social media content, including graphics and reels.
- Comfort working with data – compiling, organizing, and presenting information accurately without errors.
- Proficiency with Microsoft Office, including Outlook, Word, PowerPoint, and Excel
- Proficiency with Canva.
- Strong organizational skills and the ability to manage multiple recurring programs and deadlines simultaneously.
- A proactive, self-directed work style with a genuine commitment to follow-through and accuracy.

Preferred

- Experience or coursework in marketing, communications, data analysis, or program coordination.
- Familiarity with social media platforms and content scheduling tools such as Hootsuite or similar.
- Experience with survey tools such as SurveyMonkey or similar platforms.
- Experience with newsletter tools such as MailChimp or similar platforms.
- Comfort in learning software tools such as Trello, LLMs, Zapier, and other tools designed to organize and streamline work processes.
- An interest in Louisiana's industrial and manufacturing community.
- A friendly, outgoing demeanor and comfort engaging with member professionals in person and by phone.

COMPENSATION

Salary and a competitive and comprehensive benefits cafeteria plan (including bonus potential, retirement match, and insurance options) are commensurate with experience and include opportunities for professional development.