



Marketing & Communications Coordinator Job Description

ABOUT THE ROLE

As GBRIA's Marketing & Communications Coordinator, you will own the organization's day-to-day creative production, including social media, newsletters, presentations, websites, photography, video, and marketing materials across GBRIA, the New Orleans Region Industry Alliance (NORIA), and the Louisiana Construction Education Foundation (LCEF).

Additionally, you will lead GBRIA's recurring industry surveys, gathering and translating key trends into actionable insights for leadership, members, and external stakeholders.

This role is ideal for an energetic visual communicator who enjoys equal parts creativity, design, storytelling, and brand strategy.

KEY RESPONSIBILITIES

Creative Content

- Work closely with the Director of Communications & Public Affairs, taking primary ownership of GBRIA's visual and digital communications.
- Create and manage social media content across GBRIA's platforms, including LinkedIn, Facebook, X, and YouTube.
- Design eye-catching graphics, presentations, event branding, flyers, digital publications, and other visual communications.
- Create short-form videos, photography, and multimedia content that showcases GBRIA's members, events, and workforce initiatives.
- Lead newsletter production, including planning, writing, design, and distribution.
- Maintain website content across multiple organizations.
- Look for creative ways to strengthen GBRIA's brand and increase engagement across digital platforms.

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.

Operations & Team Collaboration

- Collaborate with team members on shared projects and organizational initiatives.
- Support all major GBRIA events.
- Assist with other organizational priorities as assigned.

QUALIFICATIONS

Required

- Bachelor's degree in Communications, Marketing, Graphic Design, Business, or a related field.
- Portfolio showing strong graphic design, social media, visual communications, and business writing skills.
- Proficiency in Canva (or Adobe) and Microsoft Office.
- Experience creating digital marketing materials, social graphics, and presentations.
- Comfort conducting member outreach and tracking survey/administrative data.
- Strong written communication skills.
- Excellent written communication, organizational skills, and attention to detail.

Industry experience is a plus but not required. The ideal candidate is curious, eager to learn, and able to quickly understand technical subjects and communicate them effectively.

Preferred

- Experience with social media scheduling and email marketing tools.
- Confidence interacting professionally with executives and member representatives.

WHY YOU'LL LOVE THIS ROLE

This is more than a traditional communications position. You'll have the opportunity to build an impressive professional portfolio that includes branding, graphic design, video production, event marketing, and digital storytelling while working alongside leaders from some of the world's largest manufacturing companies. Every week brings something different, making this an ideal role for someone who thrives on variety, creativity, and continuous visual innovation.

TO APPLY

Please submit a resume (no longer than two pages) and portfolio to christian@gbria.org with the subject line: **Marketing & Communications Coordinator – [Your Name]**