

Extension Associate (Creative Content Manager)
LSU AgCenter

Direct Link: <https://www.AcademicKeys.com/r?job=233034>

Downloaded On: May. 9, 2024 11:51am

Posted Mar. 15, 2024, set to expire Nov. 9, 2024

Job Title	Extension Associate (Creative Content Manager)
Department	East Baton Rouge Parish
Institution	LSU AgCenter Baton Rouge, Louisiana
Date Posted	Mar. 15, 2024
Application Deadline	Mar. 29, 2024
Position Start Date	Available immediately
Job Categories	Professional Staff
Academic Field(s)	Agricultural - General
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Job Description	

POSITION VACANCY ANNOUNCEMENT

Job Description

Work Location: This position will be housed at the Louisiana State University AgCenter – LaHouse Resource Center in Baton Rouge, LA.

Position Description: This is a one-year, non-tenure track position funded through both grant and state accounts. Continuation of employment will be dependent on funding availability, job performance, and continued need for the appointment.

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The Creative Content Manager will be responsible for creating educational materials to be used in natural hazard risk reduction education and outreach, as well as the general promotion of LaHouse programs and services to increase visibility and provide improved access to information about resilient, sustainable, and healthy homes. Collaboration with LaHouse research and extension staff to create educational content will be a key aspect of this role.

The successful candidate will play a crucial role in developing extension content to support training programs and outreach initiatives related to natural hazard risk and risk reduction. This position offers an opportunity to collaborate with stakeholders, engage community officials and citizens, and make a positive impact on building practices in Louisiana.

Duties include:

- Manage online resources and websites to create relevant content and translate research into practical information.
- Collaborate with communication office to develop a strategic communication plan to ensure strategic content distribution that aligns with AgCenter mission.
- Develop social media calendar and ideas in collaboration with AgCenter Communications to increase digital reach.
 - Develop and send posts across multiple platforms including Facebook, Twitter, LinkedIn, Instagram and Pinterest.
 - Increase online presence by implementing strategies to expand reach and visibility.
- Produce written content, including articles, blog posts, and press releases, that effectively communicates complex research topics to a diverse audience and coordinate with AgCenter

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Communications to maximize content distribution.

- Plan and develop newsletters, soliciting content from faculty and staff.
- Develop multimedia content, including photographs and videos, for use in communication plan.
- Explore and leverage content formats such as podcasts, webinars, or interactive features to reach new audiences.
- Coordinate with AgCenter Communications to ensure consistent messaging and branding across all channels.
- Serve as a liaison with AgCenter Communications, facilitating collaboration and information exchange.
- Assist in the planning and promotion of events by creating content that generates interest and attendance.

Qualification Requirements:

- Bachelor's degree in strategic communication, journalism, public relations or related field.
- Demonstrated experience with social media platforms and communication tools.
- Demonstrated experience in professional content creation.
- Excellent writing and editing skills.
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Demonstrated experience in conveying complex information in an accessible manner to a wide range of audiences.

- Demonstrated collaborative team experience.

Preferred Qualifications:

- Master's degree in strategic communication, journalism, public relations, or related field.
- Demonstrated content creation experience in a research or academic setting.
- Demonstrated experience collaborating with centralized communications team to develop and distribute content.
- Familiarity with web content management systems and experience adhering to company-level policies.
- Demonstrated education and experience in strategic communication plan development.
- Demonstrated experience in start-to-finish content development across platforms and media types.
- Demonstrated collaborative experience working with researchers, centralized communications team, and other stakeholders in a team environment.
- Knowledge of resilient, sustainable, and/or healthy homes.

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Salary and Benefits: Salary will be commensurate with qualifications and experience. The LSU AgCenter has an attractive benefits package with a wide variety of benefit options. Benefits offered include retirement, multiple medical insurance options, supplemental insurances (dental, life, long-term disability, accident, vision, long-term care, etc.), Tax Saver Flexible Benefits Plan (saves tax dollars on some child care and medical expenses), university holidays (14 per year, typically includes a week off at Christmas), generous annual (vacation) and sick leave benefits, Employee Assistance Program, and possible educational leave and tuition exemption for coursework at campuses of the LSU System. Specific benefits depend on job category, percent effort, and length of employment.

Date Available: Upon completion of the selection process.

Application Deadline: March 29, 2024, or until a suitable candidate is identified.

Application Procedure: Apply online at <https://LSU.wd1.myworkdayjobs.com/LSU> (or through Workday for internal applicants) by attaching cover letter with detailed CV including educational, employment, and research or outreach experiences, official university transcripts, three letters of recommendation, and any other pertinent information. Letters of recommendation can be sent directly to:

Dr. Carol Friedland

Director, LaHouse Resource Center

Department of Biological and Agricultural Engineering

LSU AgCenter

3622 Gourrier Ave,

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Baton Rouge, LA, 70820

Email: CFriedland@agcenter.lsu.edu

Web site: www.lsuagcenter.com

The LSU Agricultural Center is a statewide campus of the LSU System and provides equal opportunities in programs and employment. An Equal Opportunity Employer.

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact

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