

Director, Communications and Marketing

Organization: Community Foundation of Acadiana

Reports to: COO

FLSA Status: Exempt

Prepared date: March 2026

Position Description

The Director of Communications and Marketing is responsible for the CFA's internal and external communications through creation, oversight and implementation of a strategic communications plan, ensuring that it is integrated throughout the Foundation. CFA is in the midst of a significant shift in its work to create greater impact for donors and in the community. The desired candidate will have the ability to recognize where changes in the foundation's messaging are needed, and the ability to implement those changes in a strategic and targeted manner. This includes execution of public and media relations for CFA, creation of all print and digital communications, development and maintenance, as well as a role in the foundation's various events.

Key Responsibilities

- Develop and implement plan to effectively target and measure the level of interaction of various target audiences with the Foundation
 - Coordinate and oversee production of materials that promote the mission and programs of the Foundation (Annual Report, website, e-newsletters, print newsletters, direct mailings, paid advertising, earned media, support collateral, etc.)
 - Initiate, write, edit and prepare content of the Foundation's website, e-newsletter (i.e. monthly nonprofit community calendar, quarterly professional advisor newsletter and quarterly donor newsletter), direct mailings, paid advertising and support collateral
 - Ensure that print publications and digital publications have complementary and related content and graphic identity
 - Develop story ideas, press releases, and pursue media opportunities that will support the objective of building brand awareness for the Foundation locally, regionally and nationally
 - Produce monthly communications to CFA donors/members to create "opportunities for engagement" with regional nonprofits
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Basic Qualifications

- Demonstrated Communications & Marketing experience of 5+ years
- Strong planning and organizational skills with the ability to bring a project from concept to execution
- Ability to juggle multiple projects with accuracy under the pressure of deadlines; all with a great attitude
- Confident and naturally comfortable taking initiative, willing to go the extra mile to ensure a positive and seamless experience for our fundholders
- Values discretion and confidentiality, can be a trusted coworker when dealing with sensitive and personal information
- Ability to work occasional weekends and after hours
- High proficiency in Microsoft Office including Word, Excel, PowerPoint Publisher; Experience with databases and CRM software programs

Preferred Qualifications

- Previous experience in the non-profit and/or civic sector
- Working knowledge of, or willingness to learn about, community foundations and charitable giving options and strategies

To apply, email a resume and cover letter to Todd McCormick (tmccormick@cfacadiana.org).

About CFA

The Community Foundation of Acadiana transforms generosity into impact by working with donors, non-profits, and the broader community to realize a better Acadiana for everyone. As we expand and deepen our work to improve our region, we're looking for a self-motivated, passionate, and civic-minded person to join our team to help us meet the needs of our donors, partners, and neighbors.