2000 Tulane Avenue
Fourth Floor
New Orleans, LA 70112

Marketing and Communications Manager

About LSU Health Foundation: The LSU Health Foundation is the official philanthropic partner of LSU Health New Orleans, inspiring donors to invest in the future of healthcare through education, research, and patient care. Established in 1988 as a nonprofit, tax-exempt 501(c)(3) organization, the Foundation supports all six schools of LSU Health New Orleans: the Schools of Medicine, Dentistry, Nursing, Health Professions, Public Health, and Graduate Studies. Through philanthropic partnerships, strategic investments, and responsible stewardship, the Foundation helps provide scholarships, advance groundbreaking research, recruit and retain outstanding faculty, enhance patient care, and strengthen programs that improve the health of communities across Louisiana and beyond. Since its founding, the Foundation has grown to manage more than $200 million in assets dedicated to advancing the mission of LSU Health New Orleans.

Summary
The Marketing and Communications Manager executes the day-to-day marketing and communications activities of the LSU Health Foundation, including content development, digital engagement, brand stewardship, media relations, and donor communications. Working under the strategic direction of the Managing Director of External Relations, this position helps implement initiatives that elevate institutional visibility, strengthen donor relationships, and support fundraising objectives while ensuring consistency in messaging and brand presentation across all channels.

Essential Functions
Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Job Description

*****Please email application and cover letter to careers@lsuhealthfoundation.org. We look forward to learning more about your interest in this opportunity and the experience you would bring to the role.*****

Strategic Marketing & Donor Engagement

- Manage the Foundation's brand identity and creative assets, ensuring consistent application across all marketing, fundraising, stewardship, and engagement materials.
- Oversee the development of print and digital collateral, including cases for support, one-pagers, presentations, campaign materials, and other donor-facing communications.
- Manage relationships with external marketing and creative vendors, including web developers, photographers, videographers, designers, printers, and other consultants, ensuring projects are completed on time, within budget, and to organizational standards.
- Direct photography and videography efforts, maintain the Foundation's digital asset library, and ensure visual content is strategically captured, organized, and leveraged to support fundraising and engagement goals.

- Produce and edit multimedia content, including basic video editing and content repurposing, to support organizational storytelling and marketing initiatives.

Content, Communications, and Brand Management

- Develop and distribute content across multiple channels, including donor communications, fundraising appeals, impact stories, executive messaging, media materials, and other strategic communications.
- Collaborate with Foundation leadership, institutional partners, faculty, students, researchers, patients, and donors to identify compelling stories that advance fundraising, stewardship, and engagement goals.
- Partner with the Director of Philanthropic Events to develop and execute integrated communication strategies that support event promotion, donor engagement, stewardship, and post-event follow-up.
- Create and manage event-related communications and storytelling content, including promotional materials, email campaigns, social media content, impact stories, donor communications, and event recaps that demonstrate philanthropic impact.
- Collaborate with the Director of Advancement Services to ensure accuracy in constituent outreach, tracking, and reporting.

Digital Channels & Analytics

- Manage and optimize the Foundation's digital presence, including the website, social media channels, email marketing, and fundraising landing pages, ensuring content is accurate, engaging, and aligned with organizational priorities.
- Develop and execute digital marketing campaigns that promote fundraising initiatives, donor engagement, stewardship activities, events, institutional achievements, and philanthropic impact through web, email, social media, and other digital channels.
- Create and manage digital content and assets that support fundraising, donor acquisition, brand awareness, and audience engagement objectives.
- Monitor digital performance metrics, audience behavior, and engagement trends, and recommend data-driven enhancements to improve effectiveness and user experience.
- Improve website visibility and performance through content strategy, search engine optimization (SEO), answer engine optimization (AEO), accessibility standards, and user experience best practices.
- Evaluate and implement emerging technologies, digital tools, and AI-enabled solutions that enhance marketing effectiveness, operational efficiency, and constituent engagement.

Required Education, Experience, and Qualifications

- Bachelor's degree in Marketing, Communications, Public Relations, or related field.

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- 5+ years of progressively responsible experience in marketing, communications, public relations, fundraising communications, or related fields.
- Exceptional writing, editing, and storytelling skills.
- Experience creating and executing marketing campaigns across multiple channels.
- Experience with graphic design and photo editing preferred. (Adobe/Canva)
- Experience managing websites, email marketing platforms (Constant Contact), and social media accounts.
- Strong project management and organizational skills.
- Ability to balance strategic planning with day-to-day execution.
- Experience analyzing marketing and communications performance metrics.
- Excellent organization skills, including the ability to manage multiple activities, demands, and/or projects simultaneously, while maintaining a high degree of effectiveness, a spirit of collaboration, and a sense of humor.
- Demonstrated initiative and self-starting capacity.
- Ability and professional style to work with university leadership, trustees, volunteers, corporate leaders, and top donors in an effective and sophisticated manner.
- Demonstrated success working independently but also collaboratively in a team setting.
- Experience working with sensitive information and ability to maintain strict confidentiality.
- Proficiency with philanthropy related information systems. (LSUHF currently uses Blackbaud's Raiser's Edge.)

Work Environment and Schedule

This job operates in a professional office environment. Office hours are Monday through Friday, 8:30AM to 5:00PM. LSUHF offers a hybrid work model – employees are currently expected to be in-office on Mondays, Tuesdays, and a third day of their choice. Work schedules and policies are outlined in the staff handbook and subject to change.

Other Duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to stand; walk; use hands to handle or feel; and reach with hands and arms. This position requires the ability to occasionally lift office products and supplies, up to 20-pounds.

Location

New Orleans, Louisiana.

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Travel
Travel is not required for this position but may be necessary on occasion.

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Compensation
Salary range: $60,000-70,000.
Benefits include medical insurance (90% coverage of employee premiums, 75% for dependents), employer-paid dental, vision, long-term disability, AD&D and life insurance, as well as access to contributions to a 403(b) plan, paid parking, flexible PTO, summer Fridays and company holidays.

Work Authorization/Security Clearance
Authorized to work in the United States and can provide documentation supporting this authorization.

AAP/EEO Statement
LSUHFNO provides equal employment opportunities to all individuals regardless of their race, color, creed, religion, gender, age, sexual orientation, national origin, disability, veteran status, or any other characteristic protected by state, federal, or local law.

We reserve the right to perform a background check on eligible candidates.