



Position: Communications Associate
Location: New Orleans LA
Reports to: Sr Director, Marketing and Communications
Date: June 8, 2026

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About SBP

SBP is a national nonprofit organization dedicated to helping communities shrink the time between disaster and recovery. We take a holistic approach to disasters by increasing readiness and resilience before they happen, and streamlining rebuilding and long-term recovery after.

- **Building the Way Home for Disaster Survivors:** SBP serves the most vulnerable homeowners in a community impacted by a major disaster through its Recovery Services. These services are currently offered in eight states across the Gulf South, where the risk of major natural disasters is greatest.
- **Building Readiness and Resilience Through Local Partnership:** SBP supports low-capacity, high-risk communities through its Advisory Services, providing training, consulting, and organizational capacity-building through a team of subject-matter experts and Resilience Fellows.

Joining SBP is more than just joining a workforce. It's about contributing to a mission where you can enact real change and make a difference in the lives of people impacted by disasters.

Position Summary:

The Communications Associate supports the execution of an integrated communications strategy across social media, content development, media relations, and storytelling. This is a hands-on, detail-oriented role suited for someone who is equally comfortable drafting a compelling caption, jumping on a jobsite to capture video, and tracking media mentions in a spreadsheet. The Communications Associate reports directly to the Director of Communications and collaborates closely with program teams across the organization.

Key Responsibilities and Duties

Content Development & Storytelling

- Support the Director of Communications with copywriting and proofreading for social media, website, and donor communications.
- Support production of newsletters, including coordinating content, drafting copy, and preparing image assets.
- Coordinate with Program team members and colleagues in Advancement department to collect content ideas, story leads, and program updates and convert into compelling stories and cases for support.
- Assist with interviewing clients, donors, and volunteers to support storytelling and the creation of impact narratives.
- Support the research process for impact stories, including gathering data, client bios, and developing interview questions.
- Capture photos and short-form videos for use across social media, the website, and donor communications.

Social Media & Digital Engagement

- Support content creation across social media platforms, including LinkedIn, Facebook, Instagram, and X.
- Publish, schedule, and manage social media content.
- Monitor and respond to inquiries across social channels.
- Create and update templated graphics for social media using Canva or similar tools.
- Track and report on organizational KPIs across social media platforms and compile regular performance reports.

Campaigns & Media Relations

- Assist in executing integrated communications campaigns, including end-of-year giving and disaster response activations.
- Support the Director of Communications in executing media outreach initiatives.

Professional Expectations

- Display a strong commitment to SBP's mission, values, and ethos of innovation.
- Translate broad goals into achievable steps and demonstrate progress toward goals.
- Demonstrate accountability in interactions with team members.
- Adhere to the highest ethical standards in management and governance.
- Demonstrate commitment to continued professional growth and development.

Other Duties as Assigned

Requirements and Qualifications

Education Bachelor's degree in communications, journalism, public relations, marketing, or a related field

Work Experience 1–3 years of experience in communications, content creation, or a related role (nonprofit experience a plus)

Technical Skills and Proficiency: Proficiency with social media platforms and scheduling tools (SproutSocial or similar). Proficiency with basic design tools such as Canva. Experience with WordPress or a comparable CMS. Familiarity with media monitoring tools such as Meltwater or Muckrack

Core Competencies (Soft Skills):

- Strong writing and editing skills.
- Basic video editing skills.
- Project Management
- Creative, practical problem-solving and analytical skills.

Special Requirements: Ability to be available off-hours for disaster response communications. SBP Standard - Mandatory checks (e.g., criminal background, drug screening) with the ability to pass a criminal history check to include National Sex Offender Registry, State, and FBI/; US Citizen or ability to work in the United States.

Salary range: \$45,000 – \$55,000

SBP is building a team from a broad range of backgrounds.

We love fresh perspectives and we know our teams grow stronger when they include different experiences. We adhere to all relevant employment laws and never discriminate in our hiring. By welcoming people from varied backgrounds, we spark new ideas and are better prepared to support the communities we serve.

SBP is an equal opportunity employer.

We are an equal opportunity employer. All applicants will be considered without discrimination on the basis of race, color, sex, sexual orientation, pregnancy, religion, age, national origin, genetic information, disability, military status, familial status, political affiliation, or any other characteristic protected by law.