



Position: Brands Strategist

Reports to: CEO

Job Description: The Part-Time Brands Strategist is responsible for developing, protecting, and advancing the overall brand identity, messaging, and public image of CeJay Brands and its affiliated organizations. This individual serves as the strategic leader responsible for ensuring consistency across all brands while strengthening visibility, audience engagement, and organizational growth.

The Brands Strategist will oversee digital branding efforts, maintain all organizational websites and social media platforms, manage communications systems, coordinate marketing initiatives, and ensure that every public-facing message aligns with the mission, vision, and values of the organization.

This position is ideal for a creative, organized, and strategic thinker who understands how to build strong brands through storytelling, digital communications, and intentional marketing.

Responsibilities:

1. Brand Oversight

- a. Ensure all CeJay Brands maintain a consistent brand identity, voice, and visual appearance.
- b. Review marketing materials for brand consistency before publication.
- c. Recommend strategies to strengthen brand awareness and public engagement.

2. Website Management

- a. Keep organizational websites current by updating basic content such as staff information, events, announcements, and key organizational news.
- b. Coordinate with vendors or team members on larger website projects when necessary.

3. Social Media Oversight

- a. Maintain and update the organization's social media accounts with regular content.
- b. Create and schedule posts that promote programs, events, and organizational initiatives.
- c. Monitor engagement and recommend ways to increase audience reach.

4. Communications

- a. Prepare or edit newsletters, email announcements, and major organizational communications.
- b. Assist leadership with drafting press releases and public announcements as needed.
- c. Help ensure communication with stakeholders is timely and professional.

5. Marketing Support

- a. Assist with promoting organizational events and initiatives.
- b. Coordinate with department leaders to gather information for marketing campaigns.
- c. Help develop simple promotional materials and graphics using Canva or similar software.

6. Collaboration

- a. Meet regularly with the CEO or Chief of Staff to discuss marketing priorities.
- b. Coordinate with internal staff and outside vendors on branding and communications projects.
- c. Recommend ideas that improve visibility and public awareness across all CeJay Brands.

7. Other duties assigned by management.

Qualifications & Requirements

- Proven experience in branding, marketing, communications, or creative direction.
- Strong understanding of faith-based, nonprofit, community-based and entertainment sectors.
- Excellent writing, storytelling, messaging, and positioning skills.
- Strong visual branding understanding (graphics language, creative design oversight).
- Ability to manage multiple brands simultaneously with clarity, structure, and strategic alignment.
- Solid knowledge of digital marketing, content marketing, social media, and brand campaigns.
- Ability to translate vision into brand experience and brand identity.
- High emotional maturity, confidentiality, and ability to represent the CEO's voice.

METRICS OF SUCCESS

- Keep all CeJay Brands websites current.
- Ensure social media accounts remain active and professional.
- Produce timely communications that support organizational goals.
- Help maintain a consistent brand image across all platforms.
- Support the promotion of events, initiatives, and organizational announcements.

Type: Contractor

Salary Range & Type: Negotiable

Other Information:

CeJay Enterprises of Louisiana, LLC

Attention: Human Resources

202 N. Thomas Drive, St. 2 / Shreveport, LA 71107

E-Mail resumes to info@cejaybrands.com

Why Join CeJay Enterprises of Louisiana?

This is an exciting opportunity for a driven business development professional to help expand revenue streams and strengthen the impact of multiple organizations. If you thrive on building partnerships, driving sales, and contributing to business growth, we encourage you to apply and become a key part of CeJay Enterprises!