



Louisiana Uniform Local Sales Tax Board Position Description

Public Information Officer / Communications Strategist

Salary: Commensurate With Experience

Creation Date: October 2026

Change Date: Reformatted 10.2026

LOUISIANA UNIFORM LOCAL SALES TAX BOARD

Strategic Communications Framework & Request for Qualifications (RFQ)

PART I: INTERNAL STRATEGIC NEEDS & QUALIFICATIONS

This section outlines the internal operational requirements and core competency expectations established by the Board to guide candidate evaluation.

1. Strategic Needs & Mission Objectives

- **Tax Translation:** Translate complex local sales and use tax administration, constitutional paradigms, and regulatory concepts into clear, accessible messaging for legislators, policymakers, business taxpayers, and the public.
- **Proactive Promotion:** Systematically promote the Board's technological tools, modern services, and statutory accomplishments, including the Parish E-File system, statewide centralized rate lookup engines, and uniform multi-parish audit initiatives.
- **Narrative Management:** Shape, defend, and advance the public narrative regarding local sales tax administration in Louisiana. Position the Board effectively amidst ongoing legislative and policy debates concerning state-level tax centralization by proving that local administration is already highly modern, streamlined, and convenient.

2. Scope of Capabilities Desired

A. Plain Language Translation of Technical Content

- Convert highly technical tax law, administrative rules, and statutory definitions into concise, compelling plain-English messaging.
- Develop high-quality educational collateral, including one-pagers, visual charts, digital explainer documents, and FAQs for non-technical legislative and public audiences.
- Articulate 'why it matters' messaging linking Board systems (e.g., uniform lookups, electronic filing) to economic efficiency and local governance strengths.

B. Strategic Communications & Narrative Development



Louisiana Uniform Local Sales Tax Board Position Description

- Establish and cultivate a highly professional, recognizable public-facing brand identity and communication framework for the Board.
- Consistently communicate the Board's core value proposition: structural efficiency paired with local control and superior taxpayer convenience.
- Anticipate, monitor, and construct rapid-response frameworks to address unfolding legislative, media, and third-party policy narratives.

C. Social Media & Digital Engagement

- Formulate and govern a multi-platform corporate social media strategy (primarily LinkedIn, X/Twitter, and Facebook) tailored for policy and professional audiences.
- Produce digestible digital assets including charts, data graphics, and instructional video explainers.
- Maintain an active, strategic posting schedule synchronized with Louisiana Legislative Sessions, localized tax deadlines, and new system rollouts.

D. Media Relations & Public Visibility

- Build and sustain professional working relationships with Louisiana state capital media, local outlets, economic reporters, and editorial boards.
- Draft, clear, and distribute professional press releases, targeted op-eds, official agency statements, and proactive story pitches.

E. Crisis Communications & Policy Rapid Response

- Deliver immediate, accurate messaging support during active legislative shifts, sudden media scrutiny, or highly contested policy disputes surrounding centralization.
- Create pre-approved, legally vetted rapid-response crisis messaging playbooks for recurring systemic criticisms.

3. Professional Qualifications

To ensure a rigorous vetting process, the Board distinguishes between Minimum Required and Preferred Qualifications.

Minimum Required Qualifications:

- Degree: Bachelor's degree from an accredited institution in strategic communications, public relations, journalism, political science, public administration, or a closely related field (Advanced degree preferred).
- Experience: A minimum of five (5) years of verifiable professional experience in public sector communications, government affairs, or policy-driven communications.
- Technical Mastery: Proven experience translating dense regulatory, fiscal, legal, or technical subject matter into accessible public content.
- Digital Management: Demonstrated record successfully managing official institutional or public agency social media frameworks and digital properties.
- Institutional Knowledge: Practical experience working directly with or reporting to government boards, statutory commissions, or public authorities.



Louisiana Uniform Local Sales Tax Board

Position Description

Strongly Preferred Supplementary Qualifications:

- Direct experience navigating tax, public finance, accounting, or complex state/local regulatory environments.
- Deep institutional familiarity with the Louisiana local governance structure, municipal/parish tax authority, and the Louisiana Legislative process.
- Prior experience executing successful issue-advocacy campaigns or defending public agency structures during legislative reorganizations.
- In-house technical capabilities in professional graphic design, digital layout, or multi-media video production.

PART II: PUBLIC-FACING REQUEST FOR QUALIFICATIONS (RFQ)

This section constitutes the official public solicitation text. Sensitive internal tracking markers have been removed to align with standard procurement formats.

1. Invitation & Introduction

The Louisiana Uniform Local Sales Tax Board ('the Board') hereby solicits Statements of Qualifications (SOQs) from qualified professional communications firms, independent practitioners, or public relations strategists. The selected partner will deliver comprehensive strategic communications, public information officer (PIO) support, and digital engagement services.

The Board's mandate is to streamline and optimize local sales and use tax systems across Louisiana while preserving the structural integrity of local administration. The ideal respondent will possess the elite political, fiscal, and media acumen necessary to clearly articulate the Board's technological advancements, promote available taxpayer conveniences (such as the Parish E-File system), and ensure state policymakers recognize the profound value of modernized local tax governance.

2. Core Scope of Services

- **Strategy & Implementation:** Design and execute a holistic, board-approved annual communications and public awareness strategy.
- **Content Simplification:** Translate technical tax rulings, administrative modifications, and multi-parish tools into plain-language educational assets.
- **Digital Stewardship:** Manage, secure, and expand the Board's formal social media and web-facing outreach portfolios.
- **Legislative Support:** Create responsive messaging materials, position summaries, and informational packages tailored for legislative and executive branch stakeholders.
- **Media Management:** Serve as an external communications conduit, executing press outreach, drafting news statements, and coordinating media access.



Louisiana Uniform Local Sales Tax Board Position Description

- **Rapid Response:** Formulate quick-turnaround informational materials during fluid public policy shifts or legislative terms.

3. Evaluation & Selection Criteria

The Board will evaluate all conforming submittals utilizing a structured matrix. Awards will be based on the optimal balance of technical expertise and fiscal responsibility, rather than cost alone.

Evaluation Criteria	Weight	Core Focus Area
Relevant Experience	25%	Proven success in technical translation, PIO roles, and agency branding.
Writing & Communication Ability	25%	Excellence demonstrated through clear, concise, plain-language writing samples.
Strategic Approach	20%	The depth, practicality, and innovation of the respondent's proposed methodology.
Public Sector / Policy Experience	15%	Sophistication in navigating Louisiana legislative and intergovernmental structures.
Cost & Fee Efficiency	15%	Value proposition, hourly rate reasonability, or flat-fee efficiency.

4. Submission Architecture Requirements

To simplify review, submittals must adhere strictly to the following order of presentation. Total response length must not exceed fifteen (15) pages, exclusive of appended full writing samples.

Tab 1: 1. Profile & Qualifications Summary:

A concise overview of the firm or individual practitioner, outlining organizational history, size, core capabilities, and localized presence in Louisiana.

Tab 2: 2. Case Studies & Portfolios:



Louisiana Uniform Local Sales Tax Board Position Description

Provide exactly three (3) relevant project briefs demonstrating success in: public sector agency PIO work, legislative or issue-based campaigns, and organizational social media account scaling.

Tab 3: 3. Technical Writing Samples:

Append direct examples of: one (1) plain-language policy or technical explainer, one (1) press release or published op-ed, and two (2) professional social media content mockups.

Tab 4: 4. Strategic Approach Paper:

A brief narrative outlining the respondent's philosophy on protecting agency reputation, optimizing digital outreach, and introducing the Board's value to new audiences.

Tab 5: 5. Personnel Assignments:

Identify the specific lead strategist who will manage the day-to-day account, accompanied by condensed professional resumes.

Tab 6: 6. Transparent Cost Proposal:

Provide a fully transparent fee schedule. Respondents may propose an all-inclusive monthly professional retainer, a flat hourly rate by personnel level, or a hybrid structure.

5. Procurement Terms & Disclaimers

- **Term of Engagement:** The Board intends to execute an initial contract term of one (1) year, with options to extend annually based on performance and budgetary authorization.
- **Public Records Act:** In accordance with Louisiana Revised Statute 44:1 et seq., all documents submitted in response to this public RFQ shall become the property of the Board and subject to public inspection following the conclusion of evaluation.
- **Reservation of Rights:** This solicitation does not commit the Board to award a contract or pay any costs incurred in response preparation. The Board reserves the right to accept or reject any submittal, waive minor informalities, or cancel this RFQ in its entirety if determined to be in its best operational interest.