



## Communications Manager

*This is a full-time position located in Washington, D.C.*

### **Who We Are:**

The Urban Libraries Council (ULC) has spent 50 years enriching communities by strengthening and promoting the value of libraries as essential public assets. As a nonprofit membership organization of more than 160 libraries in North America, ULC provides a forum for library leaders to share best practices and innovative ideas that support 21st-century learning, a strong economy and an active democracy. ULC's members are thought leaders dedicated to innovation and the continuous transformation of communities. ULC's programs focus on today's critical issues, including anti-racism, economic and workforce development, education, environmental sustainability, health and public safety.

### **The Opportunity:**

ULC seeks a dynamic, collaborative and creative **Communications Manager** who will work with North America's most innovative public library systems to ensure the public library – the most trusted public institution – is able to make continuous and lasting impact on the communities they serve. This position reports to the Director of Communications.

### **What You Will Do:**

- Consistent with the mission and vision of ULC, develop and execute communications projects and initiatives related to the organization's annual work plan.
- Manage the creation of marketing and communications materials through information gathering, developing key messages and writing and editing communications.
- Contribute to communications projects, which may include but are not limited to activity guides, toolkits, brochures, articles, posters, flyers, press releases, newsletters, video scripts, marketing materials and meeting presentations.
- Manage and ensure an up-to-date monthly communications calendar to identify opportunities and implement upcoming priorities.
- Design layouts for blog posts and articles to be published internally and externally.
- Understand and embed the ULC brand and voice in all content, partnering with other team members to maintain consistency in content across the organization.
- Lead social media and targeted engagement and outreach to leaders, members and partners.
- Create and support graphic design needs including customizing templates for emails, websites, collateral, presentations and social media graphics.
- Develop and post web content and ensure the upkeep of ULC websites, working with other members of the team to enhance website appearance and user experience.
- Support team with copyediting, communications advice and refining and aligning key messages.
- Measure, track and analyze newsletter, news media, web and social media engagement.

**What You Bring:**

- Bachelor's degree in communications, English, journalism, graphic design or a related field. Master's degree preferred.
- A minimum of 4-6 years of experience in communications for a nonprofit, association, public library system or city/county government.
- Strong communication skills including graphic design, writing, and copy editing.
- Knowledge of AP style and media monitoring software.
- Experience in project management, social media management and building brand presence.
- Expertise with email marketing tools (i.e., Constant Contact).
- Adobe Creative Suite experience preferred.
- Web-savvy and have working knowledge of content management systems, HTML coding, digital graphics production, blog writing/formatting and social media.

**Location and Compensation:**

- This posting is for a full-time salaried position located in a hybrid environment at ULC's Washington, D.C. office.
- Salary Range: \$65,000-\$80,000/year.
- ULC offers employees a comprehensive benefits package including health, dental, disability and life insurance and an employer funded retirement plan.

**ULC Team Statement on Race and Social Equity:**

We are committed to racial and social equity by contributing to a more just society in which everyone can realize their full potential. This includes holding ourselves accountable for an open environment that encourages honest dialogue and a commitment to anti-racism.

**Application:**

Cover letter and resume should be sent to [resumes@urbanlibraries.org](mailto:resumes@urbanlibraries.org) to the attention of Angela Goodrich, Finance and Administration Executive.