



National Communications Manager

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

The Urban Libraries Council (ULC) is seeking a dynamic, collaborative and creative National Communications Manager. The Communications Manager will have an opportunity to work across the U.S. and Canada to raise the profile of issues critical for communities.

The full time **National Communications Manager** will have a chance to 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 full-time exempt position reports to the Director of Communications.

ULC's members are thought leaders dedicated to innovation and the continuous transformation of communities. ULC's programs focus on today's critical issue, including economic and workforce development, education, environmental sustainability, race equity, health and public safety.

Responsibilities include:

- Communicate the value of public libraries across local government, business, funder and public library stakeholders.
- Create and collaborate to develop communications, resources and campaigns that strengthen public libraries and their ability to meet the needs of their communities.
- Plan and write content to ensure strong newsletters, web presence, stories and resources.
- Lead social media and targeted engagement and outreach to leaders, members and partners.
- Create and support graphic design including customizable templates for emails, website, presentations and social media graphics.
- Develop and post new web content and ensure the upkeep of ULC websites, working with other members of the team to enhance website appearance and user experience.
- Support a team of professionals with copyediting, communications advice and refining and aligning key messages.
- Manage and ensure an up-to-date monthly communications calendar to identify opportunities and implement upcoming priorities.
- Manage, track, measure and analyze newsletter, news media, web and social media engagement.

Qualifications:

- Bachelor's degree in communications, graphic design or similar. Master's degree preferred.
- 5-7 years of experience in communications for an association, nonprofit, public library system or city/county government.
- Strong communication skills including graphic design, writing, and copy editing (AP style).
- 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.

Salary and benefits:

Salary is commensurate with experience. ULC offers employees a comprehensive benefits package including health, dental, disability and life insurance and an employer funded retirement plan.

Statement on COVID-19:

ULC is committed to fostering a safe, productive and collaborative work environment in a close-knit organization. All candidates must either be local or willing to relocate. Currently, we have returned to the office three days per week.

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 to the attention of Angela Goodrich, Finance and Administration Executive.