



### **Communications Manager**

*This is a full-time position located in Washington, D.C. and reports to the Director of Communications.*

The Urban Libraries Council (ULC) is seeking a dynamic, collaborative and creative 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. This professional will create content and graphics, develop storylines, showcase innovators and collaborate on brand, message and visual presence.

ULC has spent 50 years enriching urban communities by strengthening their public libraries. As a think tank of North America's largest public library systems, ULC's members are thought leaders dedicated to innovation and the continuous transformation of communities. ULC's programs focus on today's critical issues for urban centers, including inclusive COVID-19 recovery, economic and workforce development, education, environmental sustainability, race equity, health and public safety.

#### **Responsibilities include:**

- Collaborate and create national communications initiatives and campaigns.
- Plan content, gather stories and create new content across ULC's communications' vehicles including weekly member newsletter, blogs and websites.
- Lead social media and targeted engagement and outreach to leaders, members and national partners.
- Lead website refresh and content updates including a user-friendly experience and aligned to initiatives, member programs and key messages for the organization.
- Create and support graphic design including customizable templates for emails, flyers, website, presentations and social media graphics.
- Manage production of graphics, marketing emails, data visualizations, video content, web tools, reports/publications and other branded content.
- 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.
- 3-5 years of experience in communications for an association, nonprofit, public library system or city/county government.
- Visual storyteller, creative thinker and strong communicator.
- Strong graphic design, writing, copy editing (AP style), project management and experience in social media management.
- Highly proficient in Adobe Creative Suite, including InDesign, Photoshop, Illustrator and Acrobat.

#### **Salary and benefits:**

Salary is commensurate with experience and starting range is \$65,000 to \$75,000. 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, ULC is remote but plans to return to in-person operations three to four days per week. At any time should science and local government guidance change, ULC will act in accordance with that information.

**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. Race and social equity is a lens through which all of ULC's work is undertaken. Libraries are trusted, venerable and enduring institutions, central to their communities and an essential participant in the movement for anti-racism and social equity.

**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.