

Communications Manager

Full-time (32 hours) benefits-eligible position responsible for developing and executing an annual communications plan for the foundation. This position reports directly to the Executive Director.

The essential duties include communication plan development, public relations, copywriting and editing, coordination with the contracted graphic designer/art director, evaluation, and brand management.

Specific responsibilities include:

- Developing, executing, and evaluating the annual strategic communications plan
- Ensuring adherence to brand standards in all materials
- Writing and editing copy for all external communications, including appeal messages, capital and special campaigns, fundraising event invitations and promotional materials, advocacy efforts, and more
- Meeting regularly with the library's marketing manager to coordinate upcoming communications for maximum community impact
- Producing print and email newsletters
- Producing the foundation and library joint Annual Report
- Developing, maintaining, and updating foundation website content
- Preparing emails to donors through Blackbaud Raiser's Edge NXT software
- Preparing and sending press releases, and working with media to propose stories and respond to requests
- Working with contracted designer to produce communications and promotional materials
- Developing an annual Wisconsin Book Festival advertising plan, including media buying, coordination of creative, and budget oversight
- Assisting the Wisconsin Book Festival Events & Communications Associate with donor recognition signage, design and editing of promotional materials, press releases, and media relations

- Creating an annual strategy, message calendar, and content for social media (Instagram, LinkedIn, Facebook)
- Maintaining the foundation's photo library and organizing yearly photo shoots in coordination with the library marketing manager
- Analyzing and interpreting communications data, and reporting it to the foundation board's Marketing Committee
- Assigning tasks to the communications intern and supervising the intern's work

Work is mainly performed in an office setting with frequent interaction with co-workers and stakeholders. Attendance at in-person meetings, annual fundraising events, and select Wisconsin Book Festival events is expected.

Respondents should have nonprofit experience and a track record leading organizational communications. Highly qualified candidates will already have proficiency with Madison Public Library's current software and programs, which include WordPress, Canva, email marketing platforms, Adobe Acrobat, Microsoft Office Suite, Google Workspace, social media platforms, Meta Business Suite, and Basecamp.

The Communications Manager compensation is commensurate with experience and is in the range of \$60,000–\$70,000. Madison Public Library Foundation's benefits package includes medical, dental, and vision insurance; paid time off; 11 paid holidays; pre-tax commuter benefits; life insurance; and a 401(k) retirement plan. The position requires work during regular business days and hours. Some evening and weekend work will be required and scheduled beforehand as needed.

About Madison Public Library Foundation

Madison Public Library Foundation strives to equip Madison Public Library with robust resources to deliver outstanding services, facilities, and programs that meet the Madison community's needs with a priority of equity and accessibility. Since 1993, Madison Public Library Foundation has been committed to mobilizing the Madison community to continuously improve, promote, and support Madison Public Library by developing sustainable and vibrant partnerships between the community and the city's library system. The foundation supports Madison Public Library in presenting the annual Wisconsin Book Festival.

Non-Discrimination Policy

Madison Public Library Foundation is committed to a policy of Equal Employment Opportunity

and will not discriminate against any applicant or employee based on race, color, religion, creed, national origin, ancestry, sex, age, physical or mental disability, veteran or military status, genetic information, sexual orientation, gender identity, marital status, or any other legally protected basis under federal, state or local laws, regulations or ordinances. Applicants with disabilities may be entitled to reasonable accommodation as is consistent with applicable law.

Please apply via email to: Conor Moran, Executive Director, at cmoran@mplfoundation.org. Include cover letter, resume, and work samples. Deadline for submission is Monday, March 17, 2025.