



The Seattle Public Library Foundation

Position Posting

Title: Communications Manager

Status: Full-time, Exempt

Salary Range: \$60,000 - \$70,000

About the Organization

The Seattle Public Library Foundation (SPLF) is an independent 501(c)(3) foundation with a mission to support and fund innovative programs at The Seattle Public Library (SPL) above and beyond what public support provides. Since 1980, SPLF has raised more than \$150 million to help the Library expand its collection, offer innovative programs for people of all ages, and upgrade facilities. We are a small and nimble fundraising team that operates out of the beautiful Central Library in the heart of downtown Seattle. Thanks to outstanding board leadership and a committed community, SPLF is the largest public library foundation in the US based on assets under management.

Position Summary

The Communications Manager will help SPLF share its impact with a wide range of supporters. The Communications Manager will develop a content strategy, create stories, and work closely with the board and staff to deliver our message to targeted audiences. This position will work closely with Library program staff to identify and share compelling news with our supporters. This position will report to the Senior Director, Strategic Initiatives & Advancement and work closely with the entire Foundation team.

Major Responsibilities

- Create and execute a communications plan encompassing all communications assets
- Work collaboratively with Library staff to identify and develop compelling content that reinforces why giving to the Foundation is a wise investment
- Develop online communications, including social media posts, e-blasts, digital stories, etc.
- Create print publications such as case statements, one sheets, annual reports, newsletters, etc.
- Work collaboratively with teammates to create fundraising materials such as direct mail letters, email appeals, etc.
- Manage the Foundation's website, as well as content featured on other sites that describes the Foundation's role in supporting the Library
- Facilitate content creation for internal and external stakeholders, including teammates, board members, donors, and partners
- Support in-house and external speaking engagements with presentation materials and speaking points; represent the Foundation at public events as needed
- Write press releases and conduct media outreach; coordinate outreach and messaging with SPL communications team
- Lead weekly staff production meetings, helping to coordinate external messaging and projects
- Create and manage the Foundation's brand and style guide to ensure cohesive messaging; serve as the lead proofreader on all external materials
- Manage communications assets, including stories, photographs, videos, graphics, etc.
- Develop and manage communications budget
- Oversee vendor relationships, including web developers, graphic designers, printers, and promotional merchandise vendors

Qualifications

- Bachelors degree in English, journalism, communications, marketing, or related field; masters-level degree preferred
- At least 5-7 years of experience developing communications materials, preferably in a fundraising environment
- Knowledge of donor-centered fundraising language and direct mail strategies
- Proven track record of developing and managing content (print, online, video) with delivery across multiple platforms
- Strong writer/communicator with sharp attention to excellent proofreading skills
- Experience with web content management systems, such as Word Press, and ability to make simple HTML changes; experience managing a website transition preferred
- Experience managing email deployment systems, such as Luminare or Constant Contact
- Ability to provide artistic direction to designers/vendors; ability to create basic in-house design materials as needed using InDesign, Photoshop, etc.
- Proficient with Microsoft Office
- Outstanding time and project management skills

Compensation and Benefits

The compensation and benefits offered by The Seattle Public Library Foundation reflect the value we place on attracting and retaining a talented team. Benefits include class-leading paid time off, outstanding employer-paid medical coverage with health savings account contribution, 403(b) retirement plan with employer contribution and employee match, disability insurance, life insurance, employee assistance program, and fully-paid ORCA pass. All benefits subject to annual review.

EEO Statement

The Seattle Public Library Foundation is an equal opportunity employer with a strong organizational commitment to building a diverse workplace.

To Apply

Please apply online via our HR system: <https://foundationspl.applicantpro.com/jobs>. Applicants must include a cover letter that demonstrates your writing ability (no more than two pages please) and resume. If you have questions or need special accommodations to apply, contact 206.386.4130 or email foundation@supportspl.org. Early submissions encouraged; candidates will be reviewed on a rolling basis. Position will remain open until filled.