

**Director of Communications and Member Engagement**

The New York Library Association is seeking candidates for this full-time salaried, position of **Director of Communications and Member Engagement.** The position is primarily responsible for the development and delivery of NYLA’s core messaging to members, the library community, and the public via digital media outlets and marketing. This position also manages member engagement in person and online via the Association’s Sections, Roundtables, committees, and continuing education programs, as well as attending all central NYLA and NYLA-related events and actively engaging with members. While the primary activities of the position are related to communications and member engagement, the individual is expected to integrate with the NYLA staff, and assist with general organization functioning and activities.

The successful candidate will be enthusiastic and have excellent written and oral communication skills; they will be comfortable speaking with both small and large audiences. They will have a passion for library issues affecting the profession and the public and will have an entrepreneurial spirit seeking to find new and creative ways to meet the dynamic needs of the association’s members. The position will report directly to NYLA’s Executive Director.

**Qualifications & Qualities**

Candidate must have experience with organization communications, social media, and web editing. Candidates must also have exceptional written and oral communications skills and possess a strong attention to detail and accuracy. Minimum Education Required: BA/BS. Experience working with volunteers and membership associations preferred, and event management and planning experience is a plus.

**Compensation**

Salary: $65K Annually

NYLA offers a competitive benefits package including employer-paid health insurance, a 403-b retirement plan, paid holidays, vacation, and sick time.

**About NYLA**

The New York Library Association (NYLA), an Albany based 501(c)3 non-profit membership association, representing over 4,000 public, college, school, and special librarians and libraries throughout New York State.

Submit Resume, Letter of Interest, and 3 professional references as PDF to:

AnnaLee Dragon

NYLA Executive Director

director@nyla.org

Applications accepted until the position is filled, but prompt applications are encouraged as we hope to find the right candidate as quickly as possible.



JOB DESCRIPTION: Director of Communications and Member Engagement (2024)

**Reports to:** Executive Director

**Director of Communications and Member Engagement**

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**Principal Functions: Communications**

* Working with NYLA staff, acts as the lead for all digital strategy across the Association.
* Maintains the brand and core messaging through the NYLA website and public-facing materials.
* Co-Chairs the Communications Committee and delegates the development of an annual social media calendar and creation of draft content to Committee members. Edits and posts social media content.
* Creates and maintains a branding book for NYLA communications.
* Creates and manages NYLA event campaigns on our website and social media.
* In partnership with the Executive Director and the Director of Association Operations, oversees the development and execution of NYLA’s Annual Trade Show, including digital advertising, vendor contracts, and vendor partnerships.
* Manages the mobile app set up and maintenance for all NYLA and NYLA unit conferences.

**Principal Functions: Member Engagement**

* Attends all NYLA and NYLA-related events and actively engages with members.
* Assists other staff with preparation, set up, and cleanup of all NYLA events.
* Working with Executive Director, Director of Association Operations, and the Continuing Education Committee, manages the Developing Leaders Program and Library Skills Academy.
* Facilitates NYLA Council Elections.
* Acts as a liaison between the NYLA office and Sections, Roundtables, and Committees.
* Working with the NYLA Awards and Recognition Committee, administers Award and Scholarships Programs.

**Routine Responsibilities**

* Meets regularly with NYLA staff to discuss ongoing projects.
* Communicates with coworkers to share updates/changes to practices and procedures.
* Provides training and technical assistance to all Association members.
* Writes and/or reviews external communications.
* Creates and maintains email marketing.
* Organizes and facilitates Webinars/Briefinars in partnership with Continuing Education Committee and the Director of Association Operations.
* Runs Zoom account, handles waiting room, and manages chat at all online NYLA Council meetings.

**Performance Benchmarks**

* Ensure ongoing member engagement demonstrated by web analytics
* Agreed upon annual target for communication activities are achieved {Social media/NYCU/ Voice issues}.
* Delivery of successful Annual Trade Show, benchmarked by event revenue and satisfaction survey.
* Feedback from NYLA units on communications and member engagement services.
* Feedback from Committees on collaboration and delegation.
* Feedback from NYLA staff on internal communications and collaboration.

**Qualifications**

* Bachelor’s degree required
* Experience with organization communications, social media, and web editing required
* Ability to delegate and work as an integrated team member required
* Strong writing and editing skills required
* Experience working with and managing volunteers preferred
* Prior experience with membership associations preferred

**Terms of Employment**

Salaried position. Salary: $65,000 per year.

Governed by terms of Employee Handbook.

Fully In-Office Position, occasional work from home may be permitted by the Executive Director with advance request.

Schedule will be Monday – Friday, 8:30am-4:30pm.