



## **Position Opening: Public Relations and Marketing Director**

*Posted Dec. 20, 2022*

The SHLB Coalition is seeking a full-time public relations and marketing director to promote our mission, expand our influence and visibility, and help grow the organization.

**About Us:** The SHLB Coalition is a growing public interest organization headquartered in the Washington, D.C. area with over 300 member organizations from around the U.S. Our mission is to close the digital divide by promoting broadband to anchor institutions (schools, hospitals, and libraries) and their surrounding communities. Learn more at [www.shlb.org](http://www.shlb.org).

**Job Characteristics:** This is a mid-level position with growth potential for someone who has 4-8 years of experience developing and implementing media, public relations and marketing strategies. The ideal candidate is personable and enjoys working in a team with other SHLB staff and our members. The person should be comfortable working in a fast-paced and frequently changing environment.

**Responsibilities:** Specific job responsibilities include:

### Press Outreach

- Developing and expanding press contacts and raising awareness of SHLB as an expert advocate on broadband policy issues
- Arranging press interviews
- Drafting and publishing press releases

### Content Development

- Drafting blogs and opinion pieces
- Interviewing members of the SHLB community to collect stories of anchor institutions' real-world successes and challenges
- Developing online and print materials such as the SHLB AnchorBytes newsletter, Annual Report and membership recruitment materials
- Organizing and running monthly webinars in collaboration with SHLB staff
- Maximizing the success of events by working with SHLB colleagues on the development of programming and speaker recruitment
- Assisting the director of membership in developing membership recruitment strategies

### Marketing and Member Communications

- Managing email marketing campaigns for all SHLB events, including monthly webinar series, spring event, and Fall AnchorNets conference
- Expanding SHLB's existing event marketing efforts with strategies to promote participation at events

- Planning an outreach strategy to fundraise for SHLB’s annual Giving Tuesday campaign
- Developing and executing a robust social media strategy to promote SHLB and its members’ work
- With assistance from the operations and meetings assistant, managing the internal editorial calendar and communications documentation

#### Website Management

- Maintaining and updating the SHLB website
- Reporting website analytics to measure online performance
- Developing a strategy for search engine optimization (SEO)

The position is full-time and reports to the executive director. It is preferred that applicants live in the metro Washington D.C. area.

**Salary and Benefits:** The annual salary for this position is between \$75,000 to \$80,000 per year, depending on experience, plus the benefits outlined below.

#### Requirements:

- 4+ years general marketing and public relations experience, including responsibility for the job tasks outlined above
- A bachelor’s degree from an accredited institution is required. Master’s degree preferred.
- A passion for mission-driven work and digital equity
- Superior written and verbal communication skills
- The ability to learn broadband policy lingo quickly
- Comfort with frequent videoconferencing on Zoom
- Experience with a content management system (e.g. Wordpress) and website updates
- Experience with mass email platforms (e.g. MailChimp)
- Preferred:
  - Experience at a non-profit and/or policy-driven organization
  - Experience with a member database or association management system
  - Proficiency with Google Suite products (Gmail, Calendar, Drive, Docs, etc.)
  - Proficiency with Adobe Cloud or other graphic design software (InDesign, Illustrator, Canva)

The SHLB Coalition is an equal-opportunity employer that is committed to promoting a diverse and inclusive workplace. SHLB welcomes applications from all qualified individuals regardless of race, color, national origin, gender, sexual orientation, age, religion, physical or mental disability, marital status, veteran status, or other factors protected by law.

#### Why join the SHLB team?

**Work with people in a positive and collaborative way.** SHLB has a small staff that values the “person” beyond the “employee.” We believe great ideas can come from any and everyone, so

we give all team members the opportunity to speak their mind and bring their personality to the table. [We even rock out on occasion...](#)

**Make an impact.** It's an exciting time for advancing broadband access and adoption, with a historic amount of funding for broadband deployment and adoption. With this once-in-a-lifetime opportunity to bridge the digital divide, you'll know that the work you do matters. You can read more about our policy priorities [here](#).

**No commute!** The SHLB Coalition is a mostly remote organization that holds frequent staff meetings via Zoom. Attendance at in-person meetings is required a few times a year.

**Benefits:** SHLB offers a competitive benefits package that includes medical, dental, and vision insurance, retirement plan with employer match, paid time-off, remote work stipend, and professional training opportunities.

**How to apply:** Please email a cover letter and resume to John Windhausen, executive director, at [marketingdirector@shlb.org](mailto:marketingdirector@shlb.org).