



# INSTITUTE FOR LOCAL GOVERNMENT

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## **Communications and Development Position Available**

### **About the Institute for Local Government**

The Institute for Local Government promotes good government at the local level. The Institute provides information and resources to the entire range of city and county officials, emphasizing practical, easy-to-use tools, including tip sheets, articles and columns in local government association print and electronic media, guides to good practice, and much more

The Institute is based in Sacramento, California and primarily provides resources to local government officials in California. Institute program areas include: Public Service Ethics, Climate Change, Public Engagement, Land Use and Environment and more. The Institute is the nonprofit research affiliate of the League of California Cities and the California State Association of Counties.

Founded in 1955, the Institute has been serving local officials for over 50 years. With a staff of twelve, the Institute leverages the core support it receives from its parent organizations, the League of California Cities and the California State Association of Counties, at about a three-to-one ratio. Additional support comes from a diversified mix of funding, including foundation grants, state agency contracts, corporate support, as well as revenue from publications and workshops.

### **Position Background**

The Institute's goal is to be the go-to source for local officials in the state (elected and staff) who are seeking information and resources to better carry out their responsibilities and serve their communities. This requires that local officials are aware of the Institute and knowledgeable about the resources and services

offered. The Institute also wants to establish an endowment fund that can provide interest earnings to support the Institute's efforts.

The Institute seeks a Director of Communications and Development to create and implement traditional and web 2.0 communications and fundraising strategies. The individual will work closely with ILG senior staff and will be integral to the Institute's goal of providing local officials with a rich, interactive experience with the Institute's brand that will deepen their ties to the local government community and the Institute.

This position is an exciting opportunity for an energetic, creative and tech-savvy individual who shares the Institute's passion for good government at the local level.

### **Position Summary**

This is a new position. The Director of Communications and Development will be charged with crafting and implementing a communications strategy for the Institute and overseeing, in collaboration with other Institute staff, the full range of internal and external communications. This includes outreach to local officials and potential donors, social media marketing, advertising, and fundraising. In addition, specific areas of responsibility will include writing and communications support for the Institute's climate change and civic engagement programs.

This position's role will be to manage and promote the Institute's brand; to nurture two-way relationships between the Institute and local officials (and among local officials through online communities); to promote Institute resources and programs; and to express the mission and values of the Institute to all stakeholders, including California local agency officials, former officials, the Institute's parent organizations and other associations of local agencies, partner organizations and companies who do business with local agencies.

### **Primary Responsibilities**

- Create and execute a communication strategy
  - Create and work with all team members to implement a communication plan to connect local officials and others with Institute resources
  - Integrate traditional and new media strategies and tactics to realize the Institute's mission
  - Promote and model writing that is consistent with the Institute's style guides

- Develop online and other marketing strategies that will expand the accessibility of the Institute's online resources to local officials.
- Oversee the selection and production of marketing materials and branded items
- Work with print and other communications-related vendors
- Fundraising
  - Develop and implement a strategy for growing the Institute's endowment
  - Work with the Board's Endowment Committee
  - Identify potential funding sources and in collaboration with other institute team members, prepare grant applications
- Manage the Institute's website and online presence
  - Keep current Institute website fresh by monitoring content and managing the website's look, feel, and function
  - Monitor content additions to assure consistent tone and quality of information across all program areas
  - Engage online communities through strategies and campaigns to increase Institute support
  - Expand the Institute's social networking efforts
- Writing
  - Working with Program Directors and other staff, prepare original written reports or web-based material or edit drafts prepared by others.
  - Prepare written marketing materials suitable for web or print distribution
- Conferences
  - Coordinate ILG program session proposal submissions to League, CSAC and other relevant conferences, ensuring timely opportunities for initial and follow-up submissions, and tracking of all relevant deadlines.
  - Oversee opportunities, arrangements and materials preparation for ILG exhibitor tables and displays at CSAC, League and other conferences and meetings.

The ideal candidate will possess the following skills and experience:

- Creativity and innovation in communications tasks support and achieve the Institute's mission

- Success in supporting and carrying out marketing and delegated fundraising efforts
- Excellent communications skills, including exceptional writing skills
- Excellent verbal presentation skills, including ability to speak to large and small groups about the details of the Institute's programs
- Experience with branding, viral marketing, public relations, and website management
- Experience in online community building as well as other web marketing techniques including web advertising, email outreach, social networking, and search engine marketing and optimization
- Exceptional project management skills with ability to manage multiple projects simultaneously, complete projects on tight deadlines, and rapidly respond to new developments
- Strong leader with ability to work independently with minimal direction
- An entrepreneurial, can-do attitude
- Knowledge of California government, especially cities and counties
- Ability to work as part of a team with both colleagues as well as outside consultants and vendors
- Superior problem-solving skills
- Bachelor's degree in communications, marketing or related field
- Two or more years demonstrated experience in communications, marketing or related field

### **Salary and Benefits:**

Competitive nonprofit salary plus excellent benefits, including both defined contribution and defined benefit (PERS) retirement plans, medical, dental, life insurance, transit, flex accounts, vacation time and holidays.

### **To Apply:**

This position is open until filled. To apply, send resume and cover letter with salary requirements to: [jspeers@ca-ilg.org](mailto:jspeers@ca-ilg.org). Subject line: Director of Communications and Development Search. Please be prepared to submit writing and marketing samples, as well as two professional references.