

Senior Program Manager, Marketing & Communications *Employment Opportunity*

A Little About Us

The Institute for Local Government (ILG) is a civic leadership non-profit organization dedicated to improving local government. Through hands-on education and training, we collaborate with leaders at California cities, counties and special districts to make meaningful change from the inside out. Our unique workplace is fun, fast-paced and dynamic with people who share common values and wear many hats. We are a group of changemakers and team players with can-do attitudes, exceptional work ethic and a desire to do really great work with a statewide impact.

[Click here to learn more about ILG](#)

Join Our Team!

ILG's projects and initiatives are constantly evolving, so we're looking for a **Senior Program Manager** that is strategic, detail-oriented, highly organized and great with technology to support and lead communications projects in all of our areas of work. Information about ILG's four pillars of work is included below.

This position is perfect for a strategic and creative professional who is passionate about developing and executing integrated marketing strategies that elevate our brand, engage stakeholders, and drive awareness of ILG's work across California. The Senior Program Manager will play a key role in developing and executing communications plans, overseeing the organization's branding, and ensuring that our marketing efforts are aligned with ILG's mission and goals.

You will manage the design and execution of marketing and communications strategies for a wide range of ILG programs and initiatives, working closely with internal teams and external vendors. Additionally, you will oversee our website strategy, coordinate event and conference marketing, and help lead ILG's editorial presence in key industry publications.

Key Responsibilities

Marketing & Communications Strategy

- **Develop & Implement Strategies:** Lead the development of integrated marketing and communications plans for ILG's programs and initiatives, ensuring alignment with organizational goals.
- **Lead Marketing Strategy:** Create, research, and execute marketing strategies for ILG's programs across various channels, including social media, email, and print. Regularly assess the effectiveness of strategies and recommend improvements. Support the brand refresh for the organization, in coordination with ILG Pillar leads.
- **Brand Management:** Oversee the implementation of ILG's brand identity across the organization, ensuring consistency across all materials, from internal documents to external communications.
- **Press & Media Relations:** Draft press releases, serve as the media liaison for ILG, and manage media outreach to promote ILG's programs and initiatives.

Content Creation & Editing

- **Design & Production:** Lead the design and creation of marketing materials such as reports, brochures, flyers, and video scripts, working with Adobe Creative Suite or external vendors as needed.
- **Website & Digital Content:** Oversee the website's re-design and overall marketing strategy, ensuring content is up to date, on-brand, and optimized for user engagement. Manage website content transfer, updates and collaborate with vendors on design and functionality.
- **Editorial Calendar:** Manage ILG's editorial calendar, ensuring the timely submission of content to industry publications like Western City and CA Special Districts.

Event Marketing & Sponsorships

- **Coordinate Events:** Plan and execute marketing strategies for ILG webinars, events, and conferences, ensuring alignment with ILG's overall programmatic and strategic goals.
- **Sponsorship Strategy:** Develop and manage ILG's corporate partnership program, working with partners to maintain strong relationships, manage sponsorships, and create targeted event communications.
- **Tradeshaw Presence:** Oversee ILG's presence at tradeshaws, managing logistics, booth design, and promotional materials.

Collaboration & Relationship Building

- **Supervise Consultants:** Manage marketing and communications external consultants, providing direction and feedback..
- **Collaboration Across Departments:** Work closely with ILG's different program areas to ensure effective communication and marketing support for key initiatives.
- **Internal & External Relationships:** Cultivate relationships with key stakeholders, including ILG corporate partners, programmatic partners and association affiliates (League of California Cities, California State Association of Counties, and California Special Districts Association) to share resources and collaborate on marketing efforts.

What Qualifications You Should Have

- **Experience:** 7+ years of progressively responsible experience in marketing, communications, or public relations, with proven success in communications, brand management, digital marketing, and content creation. Experience in local government or a related field is highly desirable.
- **Skills:**
 - Strong expertise in marketing strategies, and communication tactics.
 - Proficiency in graphic design, Adobe Creative Suite, Microsoft Office, and website management tools.
 - Excellent written and verbal communication skills, with the ability to craft compelling content for diverse audiences.
 - Strong public speaking skills and the ability to deliver effective presentations.
 - Ability to juggle multiple projects, meet deadlines, and work independently while maintaining a positive attitude.
 - Ability to thrive in a fast-paced, deadline-driven and mostly virtual work environment.
- **Education:** Bachelor's degree in marketing, communications, public relations, or a related field. Graduate degree is a plus. Accreditation in public relations (APR) or related field is highly desirable.

More About Our Pillars of Work

The COVID-19 pandemic highlighted the important role of local government in shaping a thriving community. That's why ensuring that local government leaders have the best education, training, connections and tools available is essential for their success. With a long history of serving the needs of local governments in California, ILG supports city, county and special district officials in tackling the state's most pressing and evolving issues.

ILG has a big mission, but we're a small non-profit focused on four (4) key pillars of work:

- **Leadership & Governance**
- **Public Engagement**
- **Sustainability & Environment**
- **Workforce Development & Civics Education**

The chosen candidate(s) will provide program support on a wide range of topics. Below is a summary of the work performed in each ILG pillar. The right candidate(s) will have the ability to develop communication strategies for all of these areas.

- The projects in ILG's **Public Engagement** pillar help local governments apply authentic, effective and inclusive public engagement practices that encourage public participation and allow residents to have greater public trust and confidence in local government. We train hundreds of local leaders on public engagement each year. We also help organize and facilitate public meetings and community workshops for our clients.
- ILG's **Sustainable & Resilient Communities** pillar focuses on helping local leaders find creative solutions to tackle issues like housing, environmental justice, climate action and community resilience. We believe that climate change is an immediate and escalating threat that is having a dramatic impact on the environment, the economies of our communities and on the health and safety of residents.
- ILG understands that elected leaders and staff need a strong foundation of good government - trust, accountability, responsiveness and transparency – in order to be effective public servants and community leaders. Our **Leadership and Governance** pillar helps local government leaders build that foundation, develop leadership skills and increase public trust by focusing on leadership, governance and ethics.
- Our **Workforce Development & Career Pathways** work is focused on helping build better pathways into the public sector workforce by helping local agencies find workforce solutions to attract, recruit and retain the next generation of local government leaders. ILG helps public sector organizations improve opportunities to enter public service, particularly for younger generations and underserved communities and individuals. We are committed to finding new and innovative strategies for upskilling, re-skilling and recruiting in the public sector through programs like registered apprenticeships and building partnerships between local governments, academic institutions and other organizations with common goals. We highlight best practices, lead collaboratives, develop pilot programs, and convene key stakeholders to identify and clear away impediments to workplace success.

Work Schedule and Travel

The Senior Program Manager is a full-time, exempt position based in California but operating in a 90% remote environment. ILG's office is based on Sacramento and if the candidate is not based in Sacramento, occasional travel to Sacramento will be required. ILG's normal work week is Monday through Friday, 8:30 a.m. to 5 p.m. This position's responsibilities will likely require work hours or days outside the normal schedule. Overnight and multi-night out-of-town travel for meetings, presentations and conferences will occasionally be required.

Employer Details

ILG receives staffing services through an agreement for professional services with the League of California Cities. ILG staff are Cal Cities employees and participate in the League's benefits package, including both defined contribution and defined benefit (CalPERS) retirement plans, medical, dental, life insurance, transit, flex accounts, vacation time and holidays. Information about the League of California Cities is available at www.calcities.org.

Compensation & Benefits

Salary: Salary range 101,200 – \$151,800.

Retirement: California Public Employees Retirement System (CalPERS) 2% at 60 for classic CalPERS members; 2% at 62 for new CalPERS members.

Deferred Compensation: Employees may defer up to \$23,500 per year through the Cal Cities' Mission Square defined contribution plan.

Health and Dental: Employees participate in an optional benefit program that includes dental insurance and medical coverage selected from three HMO and two PPO plans.

Life Insurance: Employer-paid \$50,000 life insurance coverage for employees. Supplemental employee-paid coverage is available.

Other Benefits: Under employer's optional benefit program, employees may use a portion of their salaries on a pre-tax basis to cover childcare and/or certain health care expenses.

Vacation: Two weeks annually; three weeks after five years of service.

Holidays: Employees receive twelve paid holidays annually.

Sick Leave: Employees earn twelve days annually.

Recruitment/Decision Schedule

Recruitment for this position will end when the position is filled. The goal is to complete the recruitment process at the earliest opportunity and welcome the new team member on board as soon as possible.

Application Procedure

Recruitment for this position will end when the position is filled. The goal is to complete the recruitment process at the earliest opportunity and welcome the new team member on board as soon as possible. To apply, contact: Elizabeth Mann, Senior Recruiter, Pacific Staffing, elizabeth@pacificstaffing.com, Subject: ILG SPM Marketing & Communications.