

Job Title: Program Manager, Communications

Start Date: March 2022

Salary: Starting at \$74,000 with excellent benefits (see below)

Location: NACTO is based in NYC, and shifted to a remote work structure in response to the COVID-19 pandemic. Currently, staff have the ability, but not requirement, to work from our office in Manhattan. We are currently evaluating our office expectations, with a goal to establish a work policy that allows for flexibility and collaboration. All staff will be notified of any required return-to-office plans with ample time to make preparations, which may include the need to relocate to the NYC area in the future.



**National
Association
of City
Transportation
Officials**

The Role

The National Association of City Transportation Officials (NACTO) is seeking a **Program Manager, Communications**. Reporting to the organization's Senior Manager of Communications, this mid-level role will be an integral part of NACTO's communications team, mapping and executing communications plans for a wide range of the organization's work products, campaigns, and priorities.

The communications manager will own the logistics arm of communications, and will be responsible for ensuring that NACTO's public communications calendar is well planned and executed. They will liaise across the organization's staff to keep abreast of upcoming events, publications, and developments in the transportation field and in member cities, and map out the production and release of communications materials (press releases, one pagers, website updates, social media content, blog posts, talking points, etc.) in support of the organization's priorities.

Our ideal candidate has some experience in transportation or urban planning, and is both an excellent communicator and has exceptional project management / coordination / organizational skills.

Who You Are

The ideal candidate is well-organized and resourceful, liaising across a matrixed organization with a high volume of work products, priorities, and positions. You not only love building and maintaining systems that track multiple events, reports, newsletters, and social media calendars simultaneously, but you also are a thought partner on strategically using NACTO's voice where we can be the most successful in effecting change.

To be successful in this job, you will excel in the following key areas:

- **Clear, precise, and persuasive communication.** You are an excellent, persuasive writer and can communicate complex concepts (like street design and transportation policy) in a clear and compelling manner. You are comfortable with different writing and communication styles, ranging from formal press releases, to op-eds, to social media posts and explanatory blogs. You're an excellent editor, taking the rough outlines of a blog post from a more technical and linear format and reshaping it to connect and resonate with a range of audiences.
- **Highly organized, motivated, adaptable, and detail oriented:** You are able to juggle competing demands and reprioritize. You have, or can create, a system for keeping tasks from slipping

through the cracks, ensuring that communications materials are scheduled and produced in advance, and are coordinated across the organization's work. You adapt when circumstances change.

- **Execution:** You plan backwards to ensure consistent, high-quality output of communications materials, proactively coordinating across NACTO's staff to avoid work bottlenecks and overlapping deadlines. You ensure that blog posts, one-pagers, talking points, etc. are produced with multiple competing priorities, and help with ensuring that NACTO is consistently replying to reporter inquiries on their deadlines. You own the organization's communications calendar, ensuring it maintains a regular cadence, that it matches the capacity of staff, and is aligned with external opportunities.
- **Keenly aware of voice, tone, and the power of language and representation.** You can learn, internalize, and incorporate NACTO's "voice" across platforms, and know what tone is both appropriate and effective for a given communication product. You are capable of speaking openly about race, gender, and power dynamics, and know how language can support positive change, or create more roadblocks to it.
- **Collaborative style.** NACTO is a team, and we all work together. Your role touches every part of the organization, and you will develop relationships, and partner with your colleagues to work together to achieve our ambitions. Communications is necessarily collaborative within our organization, and you embrace open brainstorming and can share responsibility for producing each individual blog post or newsletter item.

Responsibilities include:

- **Mapping out, executing, and otherwise owning NACTO's communications calendar.** You proactively map every event, news release, report, milestone, and campaign that the organization has, and work with the communications team and across the organization to align our resources to producing and executing our communications plans, under the direction of NACTO's Senior Manager of Communications. You collaboratively brainstorm to ensure that we're planning and executing based on the organization's priorities and our abilities to effect change.
- **Producing communications materials.** You will be responsible for producing a high volume of blog posts, news releases, newsletters, and social media content, as both a primary writer and an editor. You will write report introductions, and work with staff to develop talking points for media interviews. You will manage the writing and production of our Annual Report. You will creatively suggest other ways for us to make an impact as well!
- **Maintaining communications workflows.** You will proactively suggest strategies for managing NACTO's communications workflows. You will manage discrete portions of NACTO's communications work, including responding to routine press inquiries, maintaining and updating NACTO's website, managing staff (within a matrixed structure) who maintain our photo archive,

and ensuring items like our press lists are maintained and up to date.

- **Proactively suggest ways for NACTO to be visible and active.** You identify communications opportunities for the organization based on the relationships you develop with staff. You suggest ways to pivot our communications calendar based on these opportunities, and when opportunities shift due to media cycles or other external events. You work with NACTO's Senior Manager of Communications to think through, prioritize, and implement these ideas.

Qualifications

NACTO does not have minimum requirements for education or professional experience. We encourage all candidates with relevant and differing experiences and professional backgrounds to apply. Generally, we expect qualified candidates would have the following baseline experience—in communications, urban policy, planning, or a related field—for a Manager:

- 6 years of relevant professional experience; OR
- 4 years of relevant professional experience with an undergraduate degree; OR
- 2 years of relevant professional experience with a relevant master's degree

How to Apply

Send a cover letter, resume, and three writing samples (a variety is preferred, and no more than 5 pages each) as one PDF file to hr@nacto.org with the subject "Communications Manager."

Resumes received by January 5 will receive first consideration, though this position is open until filled. We will consider applications on a rolling basis, and may not wait until the deadline to interview and extend offers, so we encourage you to apply as soon as possible. No calls please.

NACTO is committed to workplace diversity and inclusion. We are equal opportunity employers and do not discriminate in hiring or employment on the basis of race, color, religion, national origin, gender identity, marital status, sexual orientation, age, disability, veteran status, or any other characteristic protected by federal, state, or local law.

Salary:

We offer competitive salaries based on a nonprofit scale and commensurate with experience. The salary for this position starts at \$74,000.

Benefits:

- Accrued PTO and family leave. PTO includes 18 vacation days, 5 personal days, 10 days of sick leave, and 12 holidays per year. NACTO's offices are closed the last week of December (24 to 31). NACTO offers up to 24 weeks of paid family leave.
- Excellent health, dental, and vision insurance
- Expanded disability and life insurance
- Retirement savings plan with employer contribution after one year of employment
- Pre-tax commuter benefits