



Job Title: Program Manager, Communications

Start Date: May 2024

Salary: \$79,500-\$88,250

Location: Remote position with occasional travel expected. Required travel to NYC for quarterly in-person staff meetings and travel to the annual Designing Cities Conference. We are open to all US-based candidates with permanent United States residency.

The National Association of City Transportation Officials (NACTO) is seeking a proactive, organized and self-directed writer and communications professional to join our team as a full-time **Program Manager, Communications**. This role will support in shaping and implementing a communications strategy that continues to position NACTO as a leading voice in city transportation policy, design, and practice. This role will serve as an integral part of NACTO's communications team, situated within the larger Policy & Practice team, and focuses on implementing communications plans for a wide range of the organization's work products, campaigns, and priorities.

In managing both the day-to-day and long-term workstreams of the communications team, the Program Manager, Communications will demonstrate the fluency and critical thinking skills necessary to communicate with NACTO members and external stakeholders in a manner that builds momentum, inspires action, and remains grounded in NACTO's organizational mission and viewpoints.

The Program Manager, Communications will work closely with the Senior Manager, Communications on strategic visioning, writing, and engagement—through both owned and earned media—to keep the organization's identity at the forefront of critical transportation and city policy conversations.

The person in this role will own the logistics arm of communications and will be responsible for ensuring that NACTO's public communications calendar is well-planned, thoughtfully managed, and expertly implemented. This role will liaise across the entire 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 including press releases, one-pagers, website updates, social media content, blog posts, and talking points in support of the organization's priorities.

This role reports to the Senior Manager, Communications, collaborates heavily with the Policy & Practice team, and strategizes intentionally with colleagues across the entire organization in order to elevate NACTO's mission and voice.

Who we are

NACTO is a nonprofit association of over 100 major North American cities and transit agencies, formed to exchange transportation ideas, insights, and practices and cooperatively approach national transportation issues. Our members include cities such as Philadelphia, Milwaukee, Oakland, and Houston, and transit agencies such as LA Metro and the Chicago Transit Authority. Our mission is to build cities as places for people, with safe, sustainable, accessible, and

equitable transportation choices that support a strong economy and vibrant quality of life. Our staff team is passionate, outcomes-oriented, and committed to challenging the status quo in transportation and raising the bar for city streets.

NACTO has experienced rapid growth in the past decade, from an emerging group with fresh ideas about street design to a widely respected organization seeking to advance transformative change across an industry. As our organization and the field continue to evolve, we're aiming to continuously strengthen our internal operations to best deliver on our mission.

Who you are

You are a creative thinker and skilled writer who is adept at developing a sharp and clear voice for a multitude of audiences and platforms. From social media posts to press releases, pithy quotes, one-pagers, and website updates, you know how to use language to cultivate a strong and consistent presence that translates to different mediums. Aside from being a writer, you're a prodigious reader who uses your learnings to both bolster your content and hone your voice. You understand that effective communications work goes hand-in-hand with visual storytelling and you bolster your writing skills with basic knowledge of design tools to support your written publications.

You understand that the nature of being on a communications team in a high-impact, matrixed organization means that you need to find the balance between urgency and knowing when to move more thoughtfully, independence versus being collaborative and open to edits, and having a purposeful vision while being nimble and flexible. You are eager to be both a creator of content as well as a thoughtful and intentional collaborator who is grounded in our community principles and values.

You are a strong, organized project manager who can support and oversee multiple projects at once and delegate tasks thoughtfully and collaboratively. You envision how both short-term and long-term projects will be woven into the fabric of a team as well as a greater organization for maximum impact and cohesion. Using project management tools and embracing the MOCHA project management framework feels second nature to you.

You are excited to cross-collaborate in a matrixed organization and connect with people at different levels to brainstorm and chew on ideas, coordinate efforts, share information, and move the work forward in service of the organizational mission.

A strong candidate for this role has some experience in transportation and/or urban planning and is excited to continue building their skills in this arena.

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

- **Clear, precise, and persuasive writing across platforms:** You're analytical and curious. You ask insightful questions, consider nuance, evaluate downstream impacts, and don't take things at face value. You're an effective writer who can quickly generate material that translates complex information in a clear and compelling manner, aligned with our mission and positions. You are comfortable writing and editing across formats, including press releases, pithy quotes, reports, op-eds, social media posts, newsletters, and evergreen website content. You're an excellent

editor, taking the rough outlines of a technical article or policy paper and reshaping it to connect and resonate with a range of audiences.

- **Project/workstream management:** You effectively and thoughtfully manage projects and a communications workstream from inception to completion and delegate tasks and approvals to your colleagues in a timely and organized fashion. You are adept at facilitating project meetings, setting action steps, and ensuring that the action steps are completed by the deadline. You know when to pivot, when to brainstorm solutions to project challenges, and when to ask for direction and support from your manager.
- **Collaborate on a matrixed team:** This role touches every part of the organization, and you will develop relationships and use the MOCHA framework to partner with your colleagues to work together to achieve our collective ambitions. Communications is necessarily collaborative within our organization, and you embrace thought partnership, balancing competing team priorities, delegating up, down, and across, and balancing differing perspectives with intention.

Core responsibilities include

- **Mapping, executing, and otherwise owning NACTO's communications calendar:** You will proactively plan the moments and workstream cadence for NACTO's communications and work within the communications team and across the organization to align, produce, and execute that plan, under the direction of NACTO's Senior Manager of Communications. You will collaboratively brainstorm to ensure that we're planning and executing based on the organization's priorities and our abilities to make change.
- **Executing on NACTO's communications workstreams:** You will manage discrete portions of NACTO's communications work, including responding to routine press inquiries, maintaining and updating NACTO's website content, updating press lists, and developing communications plans for our events, news releases, reports, milestones, and campaigns.
- **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.
- **Proactively suggesting ways for NACTO to be visible and active.** You identify communication 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 brainstorm, prioritize, and implement these ideas.

Qualifications

NACTO does not have minimum requirements for education or professional experience. We encourage all candidates with relevant experiences and professional backgrounds to apply. Generally, we expect qualified candidates would have the following baseline experience for a Program Manager at NACTO:

- A proven track record and moderate to significant professional experience as a subject matter expert in at least two core responsibilities of the role.
- A proven track record and moderate to significant experience as a project manager on both short-term projects and large-scale, multi-year projects.

- A proven track record and at least moderate experience with collaborating with a diverse team across varying career levels in a matrixed work environment.

How to Apply

[Please use this application](#) to apply for the role. **The application is due on Monday, February 26th at 9:00 am EST.** Please note that we cannot accept late submissions. No calls or email inquiries please.

NACTO engages in a negotiation-free practice for salaries and benefits that is aligned with our internal equitable compensation plan. We seek to offer competitive salaries and benefits that are aligned with market research and the requirements of the role. All salary offers are based on a combination of factors including years of experience and core competencies instead of a candidate's ability to negotiate a salary.

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.

We offer competitive salaries based on a nonprofit scale and commensurate with experience. Benefits include accrued PTO and family leave; healthcare, dental and vision insurance; expanded disability and life insurance; retirement savings plan; and pre-tax commuter benefits.