



Marketing & Communications Manager

Reports to: Chief Operating Officer

Location: Remote, with occasional travel and in-person meetings in the DC area

Salary Range: \$65,000 - \$75,000

The Schools, Health & Libraries Broadband (SHLB) Coalition is now accepting applications from candidates to serve as the next Marketing & Communications Manager.

Position Summary

The marketing and communications role handles press outreach, content creation, and strategic storytelling to elevate SHLB as a national voice for broadband policy and [community anchor institutions](#). This position manages email and social media campaigns, develops publications and event materials, and supports membership growth through targeted communications and recruitment strategies. It also oversees SHLB's website, analytics, and SEO efforts, ensuring consistent, high-quality messaging across all platforms while driving engagement in webinars, events, and fundraising initiatives.

Key Responsibilities

Marketing, Digital Advertising, and Communications

- Managing email marketing campaigns for all SHLB events, including monthly webinar series, policy events, receptions, and the annual AnchorNets conference
- Expanding SHLB's existing event marketing efforts with digital advertising strategies to promote and increase participation at events
- Tracking social media and digital advertising analytics and revising strategies based on this data
- Planning the 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
- Managing the internal editorial calendar and communications documentation

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 in conjunction with SHLB's Executive Director, Policy Counsel, coalition members, and volunteers
- 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

Website Management

- Maintaining and updating the SHLB website
 - Reporting website analytics to measure online performance
 - Monitoring and improving search engine optimization (SEO)
-

Qualifications

- 5+ years general marketing and communications experience, including responsibility for the job tasks outlined above
 - A bachelor's degree from an accredited institution
 - Superior written and verbal communication skills
 - The ability to learn broadband policy issues quickly
 - Comfort with frequent videoconferencing on Zoom
 - Ability to work collaboratively as part of a small team
 - Experience with social media sites, a content management system, and website updates
 - Experience with mass email platforms (e.g. MailChimp)
 - Must live in the DC Metro area
-

Preferred Qualifications

- Experience at a non-profit and/or policy-driven organization
- Experience with DC press and Hill contacts
- Proficiency with Google Suite products (Gmail, Calendar, Drive, Docs, etc.)
- Proficiency with Adobe Cloud and/or Canva

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.

Make an impact.

It’s an exciting time for advancing broadband access and adoption, with a historic amount of funding currently being allocated to states. With this once-in-a-lifetime opportunity to close 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 meetings primarily via Zoom. However, up to 10% travel, both in DC and nationally, is required for meetings and events.

Comprehensive Benefits.

SHLB offers a competitive benefits package that includes medical, dental, and vision insurance, retirement plan with employer match, remote work stipend, unlimited paid time-off, opportunities for performance-based bonuses, and professional training opportunities.

Salary

This position is full-time with an average of 40 hours per week. The salary range is \$65,000 - \$75,000, plus the opportunity for performance-based bonuses.

Physical Demands

Employees are required to be stationary for extended periods, with use of a computer and keyboard with or without a reasonable accommodation. Up to 10% travel required.

Equal Opportunity Employer

SHLB is an equal opportunity employer and is committed to ensuring that all people—including but not limited to those who have been historically underrepresented based on race/ethnicity, age, disability, sexual orientation, gender, gender identity, socioeconomic status, citizenship status, or religion—are represented in the development of our staff, Board, policies, program, participants, and coalition members.

Research suggests that qualified women, and Black, Indigenous, and Persons of Color (BIPOC) may self-select out of opportunities if they don't meet 100% of the job requirements. We encourage individuals who believe they have the skills necessary to thrive in this role to apply.

Employment Relationship

Employment with the SHLB Coalition is for no specific period of time and is an “at will” position in accordance with DC law.

To Apply

Please include a resume, a thoughtful cover letter, and one past writing or campaign sample. This could be either a link to or an attachment of a blog, website, newsletter, social media campaign, etc. that you authored. Email your materials to operations@shlb.org, and use “Marketing & Communications Manager” as the subject.

Principals only—recruiters, please don't contact this job poster. Please, no phone calls about this job. Please do not contact job poster about other services, products, or commercial interests.

About Us

The SHLB Coalition (colloquially called “Shell-Bee”) is a growing public interest organization headquartered in the Washington, DC area with 325+ member organizations from around the U.S. SHLB advocates for policies and programs that enable [anchor institutions](#) to obtain and promote open, secure, high-quality broadband services to support connectivity and opportunity for all.

SHLB fosters collaboration among the public, private, and civic sectors to achieve our shared vision and mission. The ideals and principles set forth below guide our actions and interactions with our coalition members, anchor institutions, the broadband industry, government policymakers, and the public. We are:

Mission-driven

We passionately and optimistically pursue broadband and digital opportunity policies for anchor institutions and their communities.

Inclusive

As a coalition of diverse members, we are collaborative and bring as many voices to the table as possible.

Visionary

We are forward-looking, embrace new technologies, and recommend policies that maximize the opportunities for anchor institutions in an ever-changing digital landscape.

Nonpartisan

We strive to build consensus, are respectful of others' positions, and avoid partisanship whenever possible.

Knowledgeable

We dive deep into complex issues – using facts, research, and expertise to influence our policy recommendations.

SHLB has built a reputation for being an engaged, informative and collaborative organization where members participate in advocacy and educational opportunities to promote affordable access to high-speed internet connections for anchor institutions and surrounding residential consumers. We are looking for a leader who shares these values and will continue to grow our work as a staff team and as a coalition. Learn more at www.shlb.org.