



Community Relations Manager

Job Title: Community Relations Manager

Reports To: Executive Director

FLSA Status: W-2, Exempt

Hours: Full-time

Location: Hybrid (Remote + Onsite at MELSA, office and consortium locations)

Salary Range: \$79,270 - \$108,443 Annually

Close Date: 4:00 p.m. on Monday, September 29, 2025; Send cover letter and resume to sherry@melsa.org

About MELSA:

The Metropolitan Library Service Agency (MELSA) is a regional consortium of eight public library systems serving the Twin Cities metro area. MELSA fosters a workplace culture grounded in equity, integrity, and respect. We work collaboratively to expand access, share resources, and support innovation across libraries in Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, and Washington counties. Through cooperative services, equity-driven programs, and professional development, MELSA strengthens metro public libraries through learning, connection, and discovery.

Position Summary:

The Community Relations Manager leads MELSA's marketing, outreach, and communications to boost public engagement across the region. This role manages a significant promotions budget, runs media campaigns, and represents MELSA at key events. The position also supports strategic initiatives through team facilitation, partnerships, and grant development. Ideal candidates are strong communicators and creative strategists with a knack for relationship building.

Key Responsibilities:

Marketing & Promotions Strategy

- Develop and implement an annual marketing and communications plan that aligns with MELSA's strategic goals and member library needs
- Manage the \$100k+ promotions budget and evaluate the ROI of campaigns and initiatives
- Lead ongoing planning in collaboration with MELSA teams and interest groups to ensure buy-in and alignment

Media & Campaign Management

- Create and execute metro-wide media campaigns, including media buying, ad placement, negotiating advertising pricing, and distribution of all print and electronic collateral
- Manage all aspects of MELSA's marketing and promotions programs and serve as media spokesperson.
- Research audience demographics and media effectiveness to inform campaign design
- Represent MELSA's promotional efforts at state and national levels, including with the American Library Association (ALA)
- Direct the strategic vision of MELSA's website, ensuring an engaging, accessible, and interactive user experience

Community Outreach & Events

- Plan and manage MELSA's participation in key community events across the region, targeting diverse audiences
- Coordinate aspects of event logistics, promotion, and post-event analysis
- Maintain an annual calendar of outreach events to ensure visibility and alignment with MELSA's outreach objectives

Sponsorships & Relationship Building

- Cultivate partnerships with community organizations, media outlets, and potential sponsors
- Initiate and manage a sponsorship group to support MELSA outreach efforts
- Write grants and plan fundraising activities in coordination with MELSA leadership

Support to Member Libraries

- Serve as a marketing resource to MELSA member libraries, offering support through team meetings and direct consultation
- Act as the primary facilitator for select MELSA teams and interest groups, fostering productive conversations and collaborative projects among representatives from the eight member library systems.

Qualifications, Skills, and Abilities:**Minimum Qualifications:**

- Bachelor's degree in Communications, Marketing, Public Relations, or a related field
- Three (3) to five (5) years of progressively responsible experience in marketing or public relations or experience in a similar role, with a focus on community relations and strategic marketing
- Demonstrated experience managing marketing budgets and evaluating campaign effectiveness (ROI).
- Proven experience in planning, executing, and evaluating media campaigns and community events.

Preferred Qualifications

- Master's degree in Communications, Marketing, Public Relations, or related field
- Five (5)+ years of experience in a similar role, with a focus on community relations and strategic marketing
- Three (3) years of experience in grant writing, sponsorship development, or fundraising

Knowledge, Skills, and Abilities

- Strong understanding of marketing and branding strategies, especially within public service or nonprofit contexts
- Exceptional written, verbal, and visual communication skills, with a proven ability to persuade and build consensus across diverse stakeholders.
- A knack for building and maintaining strong, effective relationships with internal teams, member libraries, and the public.
- Ability to work independently, prioritize shifting demands, and meet multiple deadlines
- Experience planning, executing, and evaluating events from start to finish
- High proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop), basic photography, and vendor coordination
- Strong problem-solving, creative thinking, and judgment in high-visibility or deadline-driven situations
- Comfortable navigating collaborative tools (e.g., Google Workspace, Microsoft Teams)

Benefits Package

MELSA offers a comprehensive benefits package designed to support employee well-being, work-life balance, and professional growth. Benefits include:

- Health, dental, and vision insurance
- Pension retirement plan
- Generous paid time off and holidays
- Flexible remote work environment
- Professional development and continuing education
- Life and disability insurance

MELSA is an Equal Opportunity Employer and encourages applicants from diverse backgrounds.