Director of Advocacy & Communications

TLA Overview

The Texas Library Association (TLA) is the largest state library association in the U.S. with almost 5,000 members representing all library types: academic, public, school, and special, plus library supporters dedicated to helping libraries better serve their communities. TLA is a non-profit 501(c)(3) organization founded in 1902 to promote libraries and library services in Texas and support the work of libraries, library professionals, and educators throughout the state. TLA is committed to providing a welcoming workplace experience for all employees.

Exempt, reports to Executive Director
Directly Supervises: 2

Position Overview
The Director of Advocacy & Communications provides strategic leadership for TLA's legislative advocacy, government and library industry relationships, communications, marketing, and public presence. This role helps TLA advance its mission by building trusted relationships with policymakers and stakeholders, engaging members in advocacy, and strengthening how the association communicates the value and impact of libraries.

The Director works closely with the Executive Director, various TLA standing committees, legislative consultants, volunteer leaders, and staff. Legislative priorities are established through TLA's committee and Board processes. The Director helps translate those priorities into recommendations, relationships, communications, and member engagement.

As part of a small staff team, the Director leads through clear priorities, delegation, and staff development, and contributes directly when needed. The role's work shifts over the legislative cycle, requiring strong interim planning and the ability to coordinate effectively during session.

This position is based out of our Austin office, residence in the Austin/Central Texas area is a requirement. TLA offers a hybrid work schedule with in-office work required for a minimum of two days per week. During crucial times in advance of large events such as the TLA Annual Conference, up to 5 days a week in-office may be required. This position also requires extensive statewide and national travel.

Major Job Responsibilities

Advocacy and government relations

- Develop and advance a long-term advocacy strategy aligned with TLA's strategic plan and Board-approved priorities.

- Build and maintain trusted relationships with state legislators, legislative staff, agency leaders, coalitions, and other partners.

- Work with the Executive Director, Legislative Committee Chair, and legislative consultants to assess legislation and develop recommendations for TLA positions.

- Coordinate advocacy activities with TLA committees, volunteers, members, and external partners.

- Strengthen member engagement in advocacy through timely information, training, tools, and opportunities to participate.

- Represent TLA in legislative and agency settings, including meetings, hearings, and testimony as appropriate.

- Monitor legislative and regulatory developments affecting libraries and communicate their implications to TLA leadership and members.

Communications, marketing, and public relations

- Lead an integrated communications strategy that advances TLA's mission, advocacy priorities, membership engagement, and public understanding of libraries.

- Strengthen TLA's brand and public presence through clear, consistent messaging and effective use of digital and traditional channels.

- Guide communications about legislative issues so members understand TLA's work, its priorities, and opportunities to engage.

- Serve as a media contact and oversee public relations activities, including news releases and external communications support.

- Provide strategic direction for TLA's digital presence, publications, and social media.

- Coordinate with membership, education, conference, and other teams to support effective marketing and communications for association programs.

- Use audience feedback and available data to assess communications effectiveness and identify opportunities for improvement.

Team leadership and organizational partnership

- Lead, develop, and empower the communications and marketing team through clear goals, sound decision-making practices, coaching, and coordination.

- Establish effective workflows and priorities that support both the interim period and the demands of legislative session.

- Build strong working relationships across departments so communications, marketing, education, membership, and advocacy efforts reinforce one another.

- Serve as a senior staff partner in TLA's evolving governance, volunteer engagement, and strategic priorities.

- Support staff and volunteer leaders in carrying out TLA's strategic plan and adapting programs and practices as organizational needs evolve.

- Manage the department budget and report on progress, outcomes, and resource needs.

- Contribute to the work of a small association staff team, including hands-on support when needed.

Who You Are:

- Significant experience in legislative advocacy, government relations, public policy, or related work. Direct experience with the Texas Legislature is strongly preferred.
- Demonstrated ability to build effective relationships with elected officials, legislative staff, agency leaders, coalition partners, and organizational stakeholders.
- Experience developing advocacy strategies and translating policy developments into clear recommendations and communications.
- Experience in an association or nonprofit setting, preferably in a membership-based organization.
- Experience leading communications strategy, public relations, marketing, or organizational messaging.
- Demonstrated success supervising, developing, and empowering staff.
- Strong judgment and political awareness, including the ability to assess risk, build consensus, and communicate with care while maintaining a proactive approach.
- Excellent written, verbal, and interpersonal communication skills, including the ability to explain complex issues to varied audiences.
- Ability to manage shifting priorities, multiple deadlines, and a variable workload across legislative and non-legislative periods.
- Bachelor's degree in public policy, communications, journalism, marketing, or a related field, or an equivalent combination of education and experience.

Salary Range: $105,000 to $125,000 depending upon experience.

Interviewing and Hiring Timeline
This position has a target employment start date of late January 2027, with interviews starting in late November.

Excellent employee benefits provided including:

- Company-paid employee health, vision, dental, and life insurance.
- Employer-matching 401(k) retirement plan
- 20 paid holidays each year
- 10 paid vacation days each year
- 12 paid sick/3 personal days each year
- Hybrid work schedule with up to three days per week remote
- Employer paid professional development
- Onsite fitness facilities
- Centrally located in North Central Austin off Mopac

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employee(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.

TLA is an Equal Opportunity employer. Personnel are chosen based on ability without regard to race, color, religion, sex, national origin, disability, marital status or sexual orientation, in accordance with federal and state law.

Applications close November 27, 2026 at 5 PM.

To apply please submit your resume, cover letter, salary requirements and availability to hr@txla.org.