



Communications Coordinator

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 Director of Advocacy & Communications

Directly Supervises: 0

Position Overview

The Communications Coordinator plays a key role in developing and sharing the organization's message across digital and print channels to drive brand awareness, membership growth and engagement, and participation in TLA's events and programs. **This is not a sales position.**

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.

Major Job Responsibilities

- Write timely, creative, and engaging content including press releases, e-newsletters, member communications, web content, blogs, and social media posts.
- Create and post content across all TLA social media channels, act as organizational representative in online real-time social media conversations.
- Monitor and support Unit social media accounts, provide training and support to members as needed, conduct annual engagement review, ensure TLA policies and procedures related to Unit social media accounts are followed.
- Track, analyze and report on key metrics across social media. Collaborating with Marketing Manager, develop and execute social media posts and digital ad campaigns in support of events, advocacy, and membership marketing campaigns.
- Maintain TLA website; review and update content regularly to ensure that information is current; support volunteer web administrators and staff as needed.

- Write and edit content for TLA publications including monthly e-newsletter, quarterly digital magazine, and other member communications.
- Write and create emails utilizing TLA branded templates; distribute communications based on editorial calendar.
- Assist in managing TLA Engage, the association's online members only community; monitor posts to ensure compliance with code of conduct and terms and conditions; answer questions; provide support to members as needed.
- Support TLA reading list announcements by writing news releases, updating webpages, and sharing information on social media.
- Create graphics to support communications, events, and programming, and organizational initiatives.
- Assist in fulfilling sponsorship and partnership agreements related to TLA's communications channels.
- Provide general administrative support as needed, including monitoring communications, general email inbox, data entry, and reporting in Nimble AMS database, and assisting in answering phones.
- Maintain current professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing professional networks both in the library and association communities, and participating in professional industry associations.
- Support communications and promotional efforts related to advocacy initiatives, grants, statewide projects, and special campaigns.
- Other duties as assigned.

Who You Are:

- Bachelor's degree with communications/writing emphasis.
- 3-6 years professional communications experience across multiple channels with track record of positive results.
- Creative problem solver with the ability to thrive in a collaborative, team environment.
- Excellent verbal and written communication skills.
- Ability to manage multiple projects simultaneously; ability to multi-task and prioritize workflow and meet and manage deadlines.
- Proficient in Microsoft Office, experience with CMS tools (WordPress), email marketing platforms and databases.
- Basic graphic design experience (i.e. Canva, Adobe Creative Suite)
- Ability to interpret and implement Association policies and procedures.
- Some travel is required, including to the annual conference.
- Must be able to lift 20 lbs.

- Experience working with associations or nonprofits preferred.

Salary Range: \$61,000 to \$66,000 depending upon experience.

Interviewing and Hiring Timeline

This position has a target employment start date of late July 2026, with interviews starting in mid- June.

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, after orientation period
- 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 June 30, 2026 at 5 PM.

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