



Association Communications and Marketing Manager

Location: Sacramento, CA

Salary Range: \$85,000–\$110,000

Experience: 3-5+ years in communications, marketing, or association management; previous association experience preferred

About the Role

SYASL Partners is seeking an Association Communications and Marketing Manager to lead communications and marketing efforts for the firm's association management clients. Under the direction of the firm's Public Affairs and Communications Manager, and working directly with associations' Executive Directors, this role will plan, produce, and distribute member communications; manage branding and digital presence; and support annual conference logistics and marketing.

This role is well suited to a communications professional who enjoys managing a varied portfolio, from strategy and copywriting to design coordination and vendor management, and who is comfortable working at the intersection of policy, membership engagement, and events. It's an opportunity to shape the voice of multiple respected California-based statewide associations and make a visible impact from day one.

Key Responsibilities

Member Communications

- Prepare and distribute weekly member newsletters
- Distribute legislative and funding updates in conjunction with the advocacy team
- Manage and oversee external contractors for monthly e-magazines
- Prepare and distribute event updates to members
- Identify and curate relevant topics, and draft/edit all communications copy
- Build e-blasts and online landing pages, including sourcing and formatting photos and graphics

Membership and Sponsorship Growth

- Support association staff in crafting copy and materials for membership renewal and growth efforts, including renewal letters, membership fact sheets and pitch materials, and sponsorship/exhibitor prospectuses
- Draft and edit related copy and build supporting collateral and landing pages

Events and Conference Support

- Develop conference and event marketing plans and lead conference and event marketing efforts across email, website, and social media to drive attendance and sponsorship
- Support the association clients' annual conferences and educational events, including coordinating run of show, scripts, slide decks, signage, A/V logistics, etc.

Website and Digital Presence

- Maintain and update association website copy and pages, including photos and graphics
- Direct the website vendor to ensure ongoing site functionality
- As needed, manage and oversee external contractors for website development projects

Social Media and Brand

- Maintain the association's brand identity across all channels
- Develop and manage social media content to amplify member communications, promote membership/sponsorship opportunities, and drive event participation

Board and Media Engagement

- Present to association clients' boards on relevant communications and marketing topics, updates, and strategy
- Work with the firm's Public Affairs and Communications Director to help serve as an information clearinghouse for national, state, and local press and reporters seeking information on association matters

Other Position Requirements

The position is full-time, Monday through Thursday in office, with optional remote Fridays; however, the position requires flexibility to work longer hours, as needed, and to prepare for and attend various out-of-town, overnight meetings and association conferences. This includes events outside of Sacramento but within California. Travel expenses to events outside of Sacramento are paid by SYASL.

Qualifications

- 3-5+ years of experience in communications, marketing, public affairs, or a related field
- Basic understanding of the legislative process
- Previous association management experience strongly preferred
- Strong writing and editing skills, with the ability to translate policy and technical topics into clear, engaging content
- Experience managing association management software, e-blast platforms, website content, and social media channels
- Basic graphic design skills (Canva, Adobe, etc) preferred
- Comfort coordinating logistics and vendors for in-person events/conferences
- Ability to manage multiple client accounts and deadlines simultaneously

Benefits

- Comprehensive health, dental, and vision coverage — choice of Kaiser or Blue Shield PPO for health, with co-pay reimbursement
- \$100,000 life insurance policy
- 401(k) plan with profit sharing
- Paid parking
- Phone allowance or company phone on company plan
- Opportunity for performance-based bonuses tied to the success of firm conferences (not guaranteed)

Application

Please submit a resume, cover letter, and 2-5 work samples to Nina Krishel, Public Affairs & Communications Director, at nina@syaslpartners.com. Samples should include a variety of materials drafted for different audience types, including newsletters, marketing emails, social media graphics/posts, etc.