



**Urban Land Institute
POSITION DESCRIPTION**

POSITION TITLE:	Manager, ULI New York
DEPARTMENT:	District Councils
REGION:	Americas
LOCATION:	New York, New York
REPORTS TO:	Executive Director, ULI New York
FLSA CLASSIFICATION:	Exempt
POSITION STATUS:	Full-time
DATE OF REVISION:	August 2021

The Urban Land Institute (ULI) is a global research and education nonprofit organization whose mission is to shape the future of the built environment for transformative impact in communities worldwide. ULI Americas implements its mission through 42 local district councils across the United States. [ULI New York](#) is the largest district council, with over 2,500 members in the New York City metro area.

ULI New York is searching for a Manager to join our small and collaborative team that serves local members in the real estate and land use profession and fosters relationships, learning, and leadership that meaningfully affect their careers, their communities, and the industry. We are looking for someone who is interested in staying with the team over the long term to grow the Institute's membership and impact.

The Manager position is a great opportunity for someone interested in working with regional industry and public and nonprofit leaders to address critical land use and development challenges. The Manager works closely with the Executive Director, ULI New York staff, and members to implement ULI New York's business plan; oversee marketing and communications; coordinate program development; and support diversity, equity, and inclusion initiatives.

POSITION SUMMARY:

The Manager, reporting directly to the Executive Director, will work closely with ULI New York's Chair, Vice Chair, volunteer leadership team, Executive Director, ULI New York staff, ULI New York's Communications Committee, and volunteer members to oversee the development and execution of a communications and marketing plan, including email marketing and social media, that elevates the private and public sectors' awareness of ULI New York's brand; program of work; commitment to advancing diversity, equity, and inclusion (DEI) in ULI, and the real estate industry in New York; thought leadership and community impact initiatives (technical assistance panels (TAPs); UrbanPlan and UrbanPlan for Public Officials workshops).

The Manager will work collaboratively with ULI headquarters staff and communicate regularly with the co-chairs of the various committees and subcommittees within the Manager's portfolio of work; communicate directly with senior industry leaders participating in ULI New York's events and programs, general membership, prospects, sponsors and partner organizations; and work collaboratively with outside contractors employed by ULI New York to support the organization's DEI initiatives, annual Awards for Excellence in Development, and community impact initiatives.

The Manager will be responsible for coordinating the development of compelling, high-value content by ULI New York's Program Steering Committee, the Young Leaders Group (YLG) Programming Subcommittee, and the Women's Leadership Initiative (WLI) Programming Subcommittee that showcases the thought leadership of ULI, ULI New York members, and industry leaders.

The ULI New York staff currently works from home, but candidates should anticipate a return to an office environment in Manhattan in early 2022 for at least some portion of the work week once it is safe to return to the office in person.

SPECIFIC RESPONSIBILITIES

Marketing and Communications:

The Manager will work closely with the Executive Director and ULI New York's Communication Committee to advance the awareness and influence of ULI New York. The responsibilities will include the following:

- Creating and implementing a marketing and communications plan that improves member, nonmember, and public awareness of ULI New York's program of work and increases member and nonmember engagement with ULI New York, including through our annual Get Involved recruitment initiative.
- Developing persuasive communications strategies, including social media, for showcasing the Institute's thought leadership, increasing brand awareness in ULI New York's market, and raising awareness of and interest in ULI New York's community impact initiatives.
- Supporting the launch of ULI New York's new Communications Committee and working with committee leadership and members to develop an initial communications and marketing plan focused on promoting ULI New York programs.
- Designing and scheduling email marketing that creatively and effectively promotes ULI New York's programs, activities, and initiatives and improves email open rates, engagement, and registration.
- Managing communications initiatives, including, but not limited to, newsletters, social media campaigns, email marketing, press releases, and annual reports.
- Developing and maintaining timely, high-quality content on ULI New York's website and social media accounts.
- Measuring and tracking the effectiveness of marketing and communications plans and initiatives.

Program Development and Coordination:

The Manager will work closely with the Program Steering Committee leadership and members to develop and coordinate the delivery and execution of timely, relevant, and high-value programs. Responsibilities will include the following:

- Working with committee members to identify speakers and align the content with the priorities of ULI New York.
- Attending monthly meetings, coordinating with co-chairs to produce agendas and related materials, and assisting in the development of content for eight to 10 annual programs per year.
- Attending meetings and events and ensuring high-quality execution.
- Working with the co-chairs to ensure that programs and content are coordinated with the WLI and YLG programming subcommittees.
- Working collaboratively with the co-chairs to develop the Program Steering Committee's annual business plan.

Once ULI New York returns to in-person activities, the Manager will be expected to attend morning and evening events and programs multiple times per month, as well as regular monthly meetings of the committees and subcommittees in the Manager's portfolio.

QUALIFICATIONS:

- BA/BS degree or 4-6 years of relevant work experience in marketing and/or communications required; a degree in communications/marketing, business/public administration, or related fields preferred.
- An interest in real estate, land use, or urban planning preferred; familiarity with the real estate and land use industry in New York desired.
- Prior experience with nonprofit management or volunteer members desired.
- Proficiency in social media, email marketing (preferably Real Magnet), and WordPress.
- Proficiency in Adobe InDesign/graphic design.
- Proficiency in Microsoft Office (Word, Excel, Outlook, and PowerPoint).
- Proficiency with CRM, NetFORUM preferred.
- Excellent oral and written communication and interpersonal skills to work with senior business and public-sector executives and internal and external stakeholders.
- Demonstrated ability to initiate tasks; assume responsibility for them; work with minimal supervision in a high-production position; prioritize and reprioritize tasks as needed; handle multiple tasks concurrently and completely, with responsible follow-through.
- Strong organizational and project/program management skills.
- Collaborative, positive, and team-oriented.
- Self-motivated, demonstrating meticulous attention to both details and deadlines.

APPLICATION INSTRUCTIONS:

Expand HR Consulting (EHR) has been retained to conduct the search. To apply, please submit your letter of interest and a résumé to EHR, Erica Raphael: eraphael@expandhr.com.

ULI is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or veteran status. EOE/m/f/d/v. No relocation reimbursement is offered at this time.