



SINCE 1902

CONFERENCE OF STATE BANK SUPERVISORS

**Conference of State Bank Supervisors (CSBS)
Job Description**

Job Title	Senior Manager, NMLS Communications
Reports To	Senior Director, Policy
Department	SRR
FLSA	Exempt
Date	August 2017
Job #	204
Grade	6

Job Summary

The Senior Manager for NMLS Communications will be responsible for executing the State Regulatory Registry LLC's (SRR) communication efforts across a variety of channels to regulators, industry, staff, and other Nationwide Multistate Licensing System (NMLS) stakeholders. This is a dynamic position requiring creativity, commitment, attention to detail and the ability to thoughtfully interact with a diverse group of audiences in order to create and maintain a strategy that effectively communicates SRR's numerous policy, development and operational issues.

This position requires a thorough understanding of SRR's mission and the role of NMLS, with the ability to translate this mission into outgoing operational communications, website content, social media, annual conference and annual report.

Essential Duties

To perform this job successfully, an individual must be able to perform each essential duty and responsibility satisfactorily. Reasonable accommodations may be made to enable individual with disabilities to perform the essential functions. Other duties may be assigned to meet business needs.

- Drive awareness of major system enhancements, policy decisions, and operational issues to the appropriate audiences. In collaboration with the relevant staff from various SRR divisions, decide who, where, and when to disseminate such communications and manage the communication process.
- Develop written materials, including product messages, communication plans, and website content that delivers clear and succinct information.
- Implement, and evaluate an annual communications plan involving policy, operational, and system development issues to SRR's discreet audiences that include state and Federal regulators, licensees, and other stakeholders.
- Manage system policy communications from committee decision to effective notification of affected parties and documentation on website.

- Be the creative energy and brand evangelist of NMLS' online presence. Ensure articulation of a positive and consistent "NMLS Brand," aligned with the perspective of state regulators and the role of NMLS. Consistently and doggedly work to ensure all SRR Communications are in alignment with branding and messaging.
- Evaluate the effectiveness of SRR's communication strategy using metrics and make recommendations to senior management for improvements on an annual basis.

Additional Responsibilities

- Coordinate and organize all communications for the NMLS Annual Conference, and the content and design of the SRR Annual Report.
- Create and maintain fact sheets and other public documents regarding SRR and NMLS activities and resources.
- Maintain external and internal websites utilizing content management systems.
- Manage the NMLS presence in social media such as the NMLS Twitter account.
- Collaborate with the CSBS Communications Department as appropriate.

Minimum Qualifications

To perform this job successfully, an individual should possess the knowledge, skills, and abilities listed and meet the amount of education, training and/or work experience required.

Education and Experience

- Bachelor's degree required.
- Minimum of 8 years of experience in communications or public policy work.

Knowledge, Skills and Abilities

- Highly collaborative style with an ability to establish and maintain relationships with various divisions within SRR.
- Excellent writing/editing and verbal communication skills and strong planning skills able to manage several communications at one time.
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.
- Self-starter, able to work independently, and in an entrepreneurial manner in creatively developing and implementing new initiatives.
- Strong interpersonal skills.
- Ability to use office software (Excel, Word, PowerPoint, etc.) to manage projects and develop formal presentations.
- Experience in updating and developing external and internal websites using SharePoint and Drupal content management systems.

Working Conditions

- General office
- Some travel required

This job description should not be construed to imply that these requirements are the exclusive standards for the position. Incumbents will follow any other instructions and perform any other related duties as may be required. CSBS has the right to revise this job description at any time. This job description is not an employment contract.

Employee's Signature:	Date:
Manager's Signature:	Date: