

## **Linda Hall Library Director of Communications**

One of the world's largest libraries devoted to science, engineering, technology, and their histories, the Linda Hall Library was established in 1941, the result of a bequest from Kansas City businessman Herbert Hall and his wife, Linda who wished to establish a "free public library for the use of the people of Kansas City and the public generally."

The Library's first board of trustees decided to collect materials related to science, engineering, and technology. Today, the Library pursues a two-fold mission. In addition to serving as an international destination for advanced research exploring these subjects and their histories, the Library serves as a public forum for discussion of the social impact of science, engineering, and technology.

The Library has recently adopted a new strategic plan that will result in a transformed organization with significant local, national, and international reach and recognition. The plan contemplates deep change in all aspects of the Library. This includes restructuring and reorganizing staff, adding new programs and new formats to expand the Library's audiences, and collaborating with other organizations to develop engaging programs and promote economic activity and community well-being. To succeed in meeting its goals, the Library requires a robust communications and outreach effort. It seeks a highly qualified professional to serve as its Director of Communications, a new position reporting to the Senior Vice President for Engagement.

The Director of Communications participates in developing and has primary responsibility for implementing internal and external communications plans and strategies that promote positive perceptions, high visibility and deep engagement of key stakeholders and existing and new audiences with the Library. Focus areas include promoting live and virtual programs; collaborating closely with development and fund raising efforts, conceiving, designing and executing public relations strategies and tactics, including media placements, advertisements, social media messaging, brand building, and planning, implementing and evaluating all communications efforts.

### **Duties and Responsibilities**

Among other things, the Director of Communications will:

- Absorb, understand, and commit to the Library's strategic plan, which highlights the critical role of dynamic communications in the Library's transformation.
- Lead a department that is responsible for all aspects of communications
- Help create a high performing, collaborative, strategic and accountable communications team
- Develop, test, and revise as necessary, a comprehensive communications plan that advances the goals of the strategic plan
- Work closely with heads of two other public-facing departments: programs and development, in creating and designing communications strategies to advance the work of these departments and promote the Library in the Kansas City area, nationally and internationally

- Collaborate with the heads of other departments to develop and implement communications strategies to promote the Library to targeted audiences
- Promote the president and senior leadership as spokespersons for the Library
- Work closely with branding and communications consultants to advance branding and communications strategies
- Work closely with the President and Senior Vice President for Engagement on all aspects of communications
- Determine and apply relevant metrics to measure progress

#### Experience and qualifications

- A bachelor's degree is required, an advanced degree is preferable
- At least three years' experience at a senior level in communications with an agency, cultural, educational, or other not-for-profit organization
- Demonstrable understanding of how a vigorous and comprehensive communications effort affects both external and internal perceptions of an organization
- Significant experience in all aspects of media engagement, including contacting, placement, and scheduling, and conducting media campaigns
- Experience in developing and deploying intranet and internet strategies
- Expertise in social media
- Familiarity with brand development, brand strategy and connecting communications and messaging to a brand
- Familiarity with state-of-the-art CRMs
- Experience in developing and implementing community outreach, community relations, and constituency building efforts
- Ability to write clearly and concisely and to oversee all elements of Library's print communications
- Excellent oral communications skills, capacity to represent the Library in various communities
- Outstanding interpersonal skills, with high emotional intelligence
- Appreciation for the interests and needs of the various audiences the Library seeks to engage
- Experience in developing, implementing, and monitoring departmental/program budgets

To apply, submit resume with cover letter to:

[personnel@lindahall.org](mailto:personnel@lindahall.org), or

Linda Hall Library  
 Attn: Personnel  
 5109 Cherry Street  
 Kansas City, MO 64110

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