



POSITION DESCRIPTION - Director of Marketing and Communications

Linda Hall Library, one of the world's foremost independent research libraries devoted to science, engineering, and technology, is seeking a creative, strategic, collaborative marketing and communications leader to join our team.

The successful candidate will have a track record in marketing and communications strategy development, outstanding planning and project leadership skills, the ability to foster a collaborative and inclusive working environment, and a commitment to the essential role that science, engineering, and technology play in the 21st century.

JOB PURPOSE:

The Director of Marketing and Communications is responsible for the development of strategic marketing and communications plans and strategies that will expand the perception and visibility of the Linda Hall Library and increase its engagement with various audiences. The incumbent will understand and commit to the Library's strategic plan, which highlights the critical role of dynamic communications in the Library's mission.

Reporting to the Senior Vice President, the Director of Marketing and Communications will develop and manage print/digital assets, media (paid and earned), public relations, social media messaging, website and digital content, and brand management. The ideal candidate for this role thrives on collaboration with a range of individuals and the achievement of communication goals that both reflect and attract diverse audiences.

KEY ACCOUNTABILITIES/ESSENTIAL FUNCTIONS

1. **Strategic Marketing:** Develops, tests, and implements a comprehensive communications program that effectively communicates the mission and cultural leadership of the Library to a broad range of constituencies. Creates and routinely adapts a comprehensive annual communications editorial calendar with input from internal/external stakeholders. Tracks campaign effectiveness and adapts to ensure that long term goals are met.
2. **Communications:** Leads in the development and management of messaging to support the work of the entire organization. Oversees creation and distribution of all communication items including press materials, advertising, digital communications, print materials, etc. to ensure clear and consistent messaging.
3. **Marketing and Branding:** Builds and maintains a strong internal and external brand that is reflected across all programs, services, events, and other organizational activities. Works collaboratively with all departments to ensure consistent standards in design and copy editing of internal and external texts, signage, and other public-facing products.

4. **Public Relations:** Helps to cultivate media contacts, external partnerships, and other key relationships to promote the mission of the Library. Serves as the Engagement department's primary contact for media requests and inquires.
5. **Relationship-building and Collaboration:** Establishes good working relationships with staff to develop and implement communications approaches to promote the Library. Cooperates with external community partners for co-marketing, networking, expansion of audiences, and brand building purposes.
6. **Digital Media:** Develops and maintains all aspects of the library's web presence and online initiatives. Works with internal and external stakeholders to support intranet and internet functionality, website content management, integration of marketing applications, and governance.
7. **Supervision and Management:** Manages and supports the work of the Senior Communications Strategist. Oversees all agency partnerships and supervises contract designers.
8. **Development:** Partners with the Development team to create, test, deploy, and revise fundraising themes and messages.
9. **Other:** Completes all other duties as assigned or requested for the general support of the Library.

EXPERIENCE AND QUALIFICATIONS

- A Bachelor's degree is required, an advanced degree is preferred.
- At least 5-7 years' experience at a senior level in communications at a non-profit cultural or educational institution.
- Experience managing the work of professional-level direct reports is preferred.
- Proven track record of creating and executing effective communication plans to increase community engagement and brand awareness using traditional and digital media.
- 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.
- Experience in developing and deploying intranet and internet strategies, and expertise in social media.
- Familiarity with state-of-the-art CRMs, ideally Salesforce NPSP and marketing automation tools such as Pardot, Marketo, Marketing Cloud etc.
- Accustomed to working with A/B modeling, drip campaigns, segmented marketing journeys, and marketing automation.

CORE CAPABILITIES

- Teamwork: Elevates colleagues' work and promotes their success through ongoing interactions and continuous collaboration. Openly shares ideas, observations, recommendations, and resources with the team. May challenge recommendations within the team, but publicly supports team decisions.

- Influence: Explains complex issues clearly and credibly and uses compelling arguments to convey conclusions and ideas. Understands and appeals to others' needs and motivations. Adjusts style and approach as necessary based on circumstances.
- Cultural Competence: Seeks and uses ideas, opinions, and insights from various, diverse sources. Respects the talents and contributions of all individuals. Strives to eliminate barriers to achieve diversity of culture and ideas.

WORKING CONDITIONS

Working conditions are typical of an office environment.

COMPANY VALUES/STATEMENTS

The Linda Hall Library is an Equal Opportunity Employer and does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, merit, and business need.

The Linda Hall Library is an Equal Opportunity Employer M/F/D/V.

TO APPLY: Submit resume, cover letter, and a list of 3 professional references to: personnel@lindahall.org