Work Where Science Lives

Linda Hall Library, one of the world’s foremost independent research libraries devoted to science, engineering, and technology, is seeking a **Brand Manager** to join its Engagement team.

**Our Mission**

The Linda Hall Library is a guardian of the collective intellectual heritage with regard to science, technology, and engineering disciplines, a destination for advanced research and scholarship, and a center for public education in the sciences. Additionally, the Library’s grounds are maintained as an urban arboretum that is open to the public for education and enjoyment.

**Why Work at Linda Hall?**

The Library’s collections, programs, and extraordinary talent makes it a place where people of all backgrounds and interests can learn, invent, and explore. The brilliant and collaborative team at Linda Hall Library inspires and engages with a curious public, illuminating the connections between our collections, science, and contemporary life.

Work at a place unlike any other, surrounded by rare books, nature, and great colleagues.

**JOB PURPOSE**

Reporting to the Director of Marketing and Communications, the Brand Manager is a results-driven and digitally savvy communicator who will carry out the Library’s vision on a granular level, ensuring high quality content and a consistent brand. This role will organize, manage, and plan complex projects to support fundraising, public programming, and research and scholarship initiatives. The incumbent will oversee and lead Marketing and Communications initiatives from the initial brainstorming and research phase, straight through implementation or production, and on to debriefing and reporting.

**KEY ACCOUNTABILITIES/ESSENTIAL FUNCTIONS**

1. **Strategy Development:** Works closely with the Director of Communications and Senior Vice President for Engagement to develop, test, and revise, as necessary, a brand strategy and comprehensive yearly communications plan that advances the goals of the Library.

2. **Project Planning and Research:** Partners with the Engagement team and/or key internal stakeholders to collect deadlines, budgets, objectives, etc. Gathers required data from end users to evaluate goals, key performance indicators, and the progress
of projects on a regular cadence. Conducts cost analysis and prepares and implements a budget based on estimates. Outlines the tasks involved in the project and adheres to project timelines and budgets.

3. **Communication and Coordination:**
Communicates project strategy, deliverables, and priorities to cross-functional stakeholders to gain their support and required resources. Maintains ongoing contact with participants, providing overall alignment and goal clarity. Helps identify and build relationships with influencers, media outlets, vendors, and other external partners.

4. **Content Development:** Assists with website management, content creation, site organization, and other deliverables. Ensures that content is factual, grammatically correct, and consistent with the Library’s brand, standards, and voice.

5. **Process Improvement:** Develops and executes an efficient internal communication plan ensuring all teams are aligned and informed while maintaining understanding, support, and education of internal practices and procedures. Responsible for assessing, integrating with, and optimizing processes and technology.

6. **Other:** Completes all other duties as assigned or requested for the general support of the Library.

**EXPERIENCE AND QUALIFICATIONS**

- Bachelor’s degree in related field, which may include Marketing and Communications, Journalism, Project Management, or Business required.
- At least three years of related experience required.
- Experience with website design, development, and InDesign skills are required. JavaScript experience is a plus.
- A confident marketing writer with experience in journalism and/or business writing.
- Strong technology skills and demonstrated proficiency with Microsoft Office and Adobe Creative Suite, CRMs, and marketing automation applications.
- Advanced knowledge of SEO and web content demand generation.
- Strong writing skills with proficiency in AP and MLA styles. Understanding of PR strategies, SEO, and digital marketing.

**CORE CAPABILITIES**

1. **Teamwork:** Works cohesively with others, actively participates within groups to achieve shared goals, supports peers, and leverages strengths to ensure team effectiveness.
2. **Influence:** Moves others to action by respectfully and sensitively interpreting organizational values, ideas, and priorities into tangible actions and activities that people want to support.
3. **Communication/Collaboration:** Identifies opportunities to share ideas, work toward common goals, and build relationships both within work teams and across departments.
4. **Organizing Communication:** Establishes formal and informal channels for communication and uses appropriate methods, messaging, and timing to effectively convey and disseminate information.
5. **Analytical:** Breaks complex ideas or situations into manageable parts and can discern and communicate solutions. Uses data to evaluate options, test solutions, and predict outcomes.

6. **Organizing and Planning:** Arranges information, materials, timelines, and resources to accomplish goals. Breaks large projects into smaller, more manageable components, and uses prioritization and effective time-management to accomplish the work.

**WORKING CONDITIONS**

This is not a remote work position. Working conditions are normal for an office environment. The position requires the use of a computer, movement within the Library, and standing or sitting for extended periods.

**Culture and Perks**

- **Tranquil Environment:** Work in an atmosphere of learning, a space that is conducive to both quiet contemplation and spirited collaboration. With over 220,000 square feet of library space, the Library offers large workspaces with natural light and views of the verdant Linda Hall Arboretum.

- **Generous Paid Time Off:** Full-time employees enjoy a rich paid time off benefit and a holiday schedule that includes two floating holidays. Unlike many public libraries, it is closed weekends and most evenings and offer flexible schedules.

- **Robust Retirement Plan:** The Library invests in the future of its employees and offers a substantial contribution to retirement savings in the form of an employer contribution and a match.

- **Commitment to Learning:** Linda Hall Library encourages lifelong learning and advances professional development in the forms of training, conferences, professional memberships, and other development opportunities.

- **Comprehensive Benefits Package:**
  - Medical and dental insurance
  - Flexible Spending Account (FSA) and HSA option
  - Life insurance and Paid long-term disability

- **Unbeatable Location:** Linda Hall is in the cultural heart of the city, within walking distance to Kansas City’s leading museums, verdant fountains and parks, and top local restaurants and shopping destinations.

**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 three professional references to: personnel@lindahall.org