



DIRECTOR OF MARKETING AND ENGAGEMENT

ABOUT THE POSITION

This position is a front-line and vital role responsible for the engagement and stewardship of members as well as the larger community through all marketing activities including seasonal programming, digital marketing/social media special events and partnerships. This role actively co-leads and contributes to development and membership strategies. This position also works cross-functionally and in direct collaboration with colleagues in every aspect of the library to enhance the overall experience of every touchpoint and grow communications and build the audience on a regional and national level.

Given the structure of the organization, the person in this role is uniquely suited to build excitement and enthusiasm for every aspect of the library, and maximum engagement means members are using the library regularly, program attendance is increasing and our open rates and analytics remain on a growth trajectory. Members are donors, and members attend programming and want to be enticed, therefore having a dedicated 360 focus to their experience is critical to growth and reputation of the organization, and ultimately the goal of sustained financial stability.

KEY TRAITS

- Creative and optimistic attitude
- Self-starter and history of success in related or similar role
- Leadership and people management skills
- Comfort level with being a 'host' in the room
- Comfort level with public speaking (program introductions, not speeches)
- Ability to attend all evening programming during high seasons (6-8pm, 2 nights a week)
- Excellent writing skills with experience in brand and tone development
- Experience working in a luxury or high-touch environment
- Special event experience a plus
- PR relationships a plus

KEY AREAS OF FOCUS

Marketing & Communications:

Lead the development of and oversee execution of communications across all patron touchpoints working closely with leadership and editorial vision.

- Develop and execute strategic external communications to meet the goals and initiatives of the organization through the lens of the brand
 - o Set and maintain seasonal marketing calendar
 - o Timely email communications to members – general/weekly, program or event specific, brand building



- o Deliberate promotion for programming attendance in targeted audience development
 - o Coordinated planning of social media to support growth and brand awareness
 - o Intentional PR outreach to support larger initiatives and organization buzz
- Participation and networking as the face of the company at community meetings & events as necessary
 - Develop press relationships and proactively cultivate opportunities for features and larger stories locally (and nationally where a fit)

Brand Deliverables:

- Work closely with leadership to oversee creation of all graphic brand materials and communiques from business cards to website to newsletters to postcards
- Creation of all digital brand assets for use in digital communications
- Ability to work with external customers and vendors to develop and produce print content of superior quality
- Manages multiple projects, from concept through completion, with a high degree of quality, creativity, and efficiency
 - o Initiate contact with all speakers and guests to guide framework for program under the CLS lens, procure appropriate interlocutor as desired

Programming & Events:

- Identify and build relationships with members, the community and media
- Design or produce materials such as emails, flyers, Web sites, or newsletters to promote, market, or advertise organizational events
- Assist with all outreach and marketing as the primary tool for member and donor cultivation and appreciation of the organization
- Facilitate the efficient communication of all organizational 'happenings' via website, social media or digital marketing through established brand voice
- Organize and coordinate special events as needed, such as with the purpose of engagement and growth

- Experience desired: 5-8 years in related role, minimum of 5 in leadership position
- Salary commensurate with experience
- Competitive comprehensive benefits package offered with full-time position

HOW TO APPLY:

Please send a copy of your resume to lpelzer@charlestonlibrarysociety.org