

DIRECTOR OF BRAND EXPERIENCE

To apply, please send resume and cover letter to Rachael Yon
ryon@charlestonlibrarysociety.org

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 brand forward activities including dynamic programming, digital communications, special events and strategic partnerships. This role actively partners with colleagues in development and membership to enhance and grow engagement. 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 Society – the oldest cultural institution in the South. Success in the role indicates that members are using the library and its facilities 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

- Min 10 years experience in related position working with luxury brands or similar on the nonprofit side at respected museum, cultural institution
- Strong leadership background
- People and operations management experience
- Positive mindset and passion for tastemaker brand experiences
- Creative and Optimistic Attitude
- Self-starter and history of success in related or similar role
- 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

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

- Set and maintain seasonal marketing calendar
- Timely email communications to members – general/weekly, program or event specific, brand building
- Deliberate promotion for programming attendance in targeted audience development
- Coordinated planning of social media to support growth and brand awareness
- 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
 - 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
- Work closely with other CLS leadership to curate a dynamic seasonal programming lineup
- Oversee all programming and associated staff
- Ensure timely production of materials such as emails, flyers, Web sites, or newsletters to promote, market, or advertise organizational events
- Assist with all outreach and communications 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 oversee coordination of special events as needed, such as with the purpose of engagement and growth