



# The Seattle Public Library Foundation

## Position Posting

### **Title: Director of Communications**

Status: Full-time, Exempt

Salary: \$85,000 to \$90,000 DOE

### **About the Organization**

The Seattle Public Library Foundation (SPLF) is an independent 501(c)(3) foundation with a sole focus to support and fund innovative programs at The Seattle Public Library (SPL) above and beyond what public support provides. Since 1980, SPLF has raised more than \$150 million to help the Library expand its collection, offer innovative programs for people of all ages, and build/revitalize facilities. We are a small and nimble fundraising team that operates out of the beautiful Central Library in the heart of downtown Seattle. Thanks to a strong board and a committed community, SPLF is the largest public library foundation in the US based on assets under management.

### **Position Summary**

The Director of Communications will be the organization's chief storyteller and help SPLF share its impact with a wide range of supporters. The Director will establish content strategies and work closely with the board and staff to deliver our message to targeted audiences. This position will also work closely with SPL program staff responsible for managing/delivering programs. Approximately 30 percent of the candidate's time will be spent on strategy, and 70 percent focused on content creation and execution. This position is new to the organization and will report to the Senior Director, Strategic Initiatives & Advancement.

### **Major Responsibilities**

- Create and execute a strategic communications plan, with supporting annual work plans
- Work collaboratively with employees of SPL to identify and develop compelling content that reinforces why giving to the Foundation is a wise investment
- Develop online communications, including social media posts, e-blasts, digital stories, etc.
- Create print publications, including case statements, annual reports, newsletters, etc.
- Manage the Foundation's website, as well as content featured on public sites
- Facilitate content creation for internal and external stakeholders, including teammates, board members, and partners
- Support in-house and external speaking engagements with presentation materials and speaking points; represent the Foundation at public events
- Write grant reports and assist with writing grant proposals
- Write press releases and conduct media outreach, as needed; coordinate outreach and messaging with SPL communications team
- Manage the Foundation's brand and style guide to ensure cohesive messaging
- Manage communications assets, including stories, photographs, videos, graphics, etc.
- Develop, track and manage communications budget
- Oversee vendor relationships, including web developers, graphic designers, printers, and promotional merchandise vendors
- Assist with supervision of the Events and Development Coordinator, and interns, as necessary

## Qualifications

- Minimum Bachelors degree in journalism, communications, marketing, or related field; masters-level degree preferred
- At least 7-10 years experience developing communications and messaging strategy
- Proven track record of developing and managing content (print, online, video) with delivery across multiple platforms
- Experienced writer/communicator with sharp attention to detail
- Experience with web content management systems, such as Word Press, and ability to make simple HTML changes
- Experience managing email deployment systems, such as Luminare or Constant Contact
- Knowledge of donor-centered fundraising language and direct mail strategies
- Ability to provide artistic direction to designers/vendors; ability to create basic in-house design materials as needed using InDesign, Photoshop, etc.
- Proficient with Microsoft Office
- Outstanding time and project management skills

## Compensation and Benefits

The compensation and benefits offered by The Seattle Public Library Foundation reflect the value we place on attracting and retaining a talented team. Benefits include class-leading paid time off, outstanding employer-paid medical coverage with health savings account contribution, 403(b) retirement plan with employer contribution and employee match, disability insurance, life insurance, employee assistance program, and fully-paid ORCA pass. All benefits subject to annual review.

## The Right Candidate

The ideal candidate will understand the resource limitations of small nonprofit working within and alongside a large, multi-branch, government system. You thrive taking on the challenge of creating a communications program from the ground up that will make a lasting impact to ensure the vitality of Seattle's Public Library system for the residents of our great City!

## EEO Statement

The Seattle Public Library Foundation is an equal opportunity employer with a strong organizational commitment to building a diverse workplace.

## To Apply

Please submit a cover letter, resume, and salary history to <https://foundationspl.applicantpro.com/jobs>. If you have questions or need special accommodations to apply, contact 206.386.4130 or email [foundation@supportspl.org](mailto:foundation@supportspl.org). First review of candidates will occur on January 3, 2018. Position will remain open until filled.