



Marketing Director

Portland Public Library (PPL) is currently seeking a **Marketing Director**. Reporting to the **Executive Director**, the Marketing Director supports library services by leading the strategic direction and execution of all marketing activities, positioning the library as a civic and cultural center in the Portland community. This position will play a pivotal role in shaping and maintaining PPL's brand identity and fostering engagement among diverse stakeholders with PPL's mission. The Marketing department is a central service function serving all departments of PPL, each with specific marketing and communications needs. The Marketing Director is responsible for driving both the development and execution of the marketing and communications services to each department, in accordance with the overall strategic direction of PPL.

This non-union, administrative position is part of the library's Senior (Operational) Leadership team along with the Executive Director, Associate Director, and Human Resources Director.

The Marketing Director will be deeply involved in complex decision making, working integrally with PPL's total leadership team, library colleagues, external community partners, and designated Trustee committees. The Marketing Director will actively represent PPL in collaborative conversations and pursuits.

NATURE & SCOPE

Strategic Planning & Marketing Operations

- Create and implement a comprehensive marketing strategy emphasizing inclusion, equity, and diversity, and is aligned with the PPL's mission and overall strategic plan
- In collaboration with departmental leadership, develop, prioritize and implement comprehensive marketing strategies for events, services, messaging, fundraising campaigns, etc., that serve the goals and function of each area of the organization
- Develop and execute content marketing strategies that increase library's audience and build engagement, and increases access/understanding of library offerings
- Maintain content calendar across PPL owned media and track communication performance data
- Develop and manage internal communication strategies that promote transparency, engagement, and alignment among employees.
- Monitor and optimize marketing/communications campaign performance using data-driven insights
- Track, analyze, and prepare regular reports on marketing and communication performances

Communications & Press Relations

- Develop and execute communication plans to effectively convey messages to stakeholders, including patrons, donors, partners, and the media
- Manage relationships with media outlets and community partners to amplify the library's impact and visibility
- Develop crisis communication plans and deliver timely updates and instructions to employees during challenging situations.
- Write and edit press releases, articles, speeches and other communication materials
- Leverage collaborative opportunities in the community.

Leadership & Management

- Supervise and provide guidance to marketing team members (Marketing Associate and Graphic Designer), setting clear objectives and priorities

- Provide strategic marketing and communication counsel to PPL's total leadership on brand management and perception issues
- Manage marketing budget to ensure maximum exposure and cost-efficiency
- Regularly serve as Person-in-Charge between the hours of 10 AM and 5 PM Monday through Friday.
- Participate in maintaining a safe and welcoming environment for fellow staff and library users.
- Keep current in the professional field and pursue professional development opportunities related to marketing within libraries or non-profits as appropriate.
- Act as representative of the library as needed

Brand Management & Storytelling

- Articulate and elevate PPL brand's story by ensuring a cohesive and consistent content strategy across all channels
- Collaborate with all departments at PPL, board and volunteers to ensure adherence to brand standards across all touchpoints, including digital platforms and physical facilities by overseeing all public-facing content, including newsletters, emails, social media posts, videos, annual reports, announcements, messages, mailings, etc.
- Craft stories that connect emotionally with target audiences and reinforce PPL's brand values and mission
- Develop strategy and equitable process to gather PPL patron stories to create strengths-based stories that are respectful and sensitive to our diverse experiences and perspectives

Digital Marketing

- Lead the digital marketing strategy, including SEO, SEM, email marketing and social media
- Drive web presence by creating and executing website strategies for visual presentation, navigation and access
- Work with Marketing and Communications staff members to design a lively social media presence and increase audience engagements
- Oversee email communication strategy, ensuring consistent high-quality communications, managing email communications calendar and maintaining and growing email lists
- Direct and monitor website postings, social media pages, and all donor communications that align with PPL's mission and vision.

BASIC QUALIFICATIONS

- Bachelor's degree in marketing, communications, related field, or equivalent experience.
- Minimum of 10 years of relevant experience in advertising, marketing, or communications.
- Possess broad and deep knowledge of best practices in marketing and nonprofit communication
- Outstanding public speaking and presentation skills.
- A collaborative approach to marketing work to best support other departments and the priorities of the library
- Experience in a leadership role, contributing to a team decision-making process.
- Demonstrated ability to manage large-scale, complex projects and maintain schedules and deadlines.
- Strength using technology, digital marketing tools, and social media management
- Ability to supervise the design and production of print and digital messaging for various media.
- Knowledge and passion for social media, communications/marketing trends and nonprofit work
- Demonstrated effectiveness supervising staff and/or ability to employ constructive leadership, coordination, and collaboration with other staff members.
- A creative, positive, and energetic force to their work, with skill, commitment, and humor.
- Keen awareness of internal and external customer needs and wants.
- Strong service orientation and demeanor to provide high level service within a diverse community.

WORK ENVIRONMENT & PHYSICAL DEMANDS

This position is performed in a busy public library environment and requires regular use of a computer. This position may require lifting up to 30 lbs.

COMPENSATION & BENEFITS

Hours & Pay: This is a full-time, **37.5 hours per week** onsite position, normally scheduled to work Monday through Friday. Pay is commensurate with experience.

Benefits & Other Details: Excellent benefits package includes health, dental, and vision insurance, retirement options (in lieu of Social Security), and paid leave.

HOW TO APPLY

To apply, please send your resume, letter of interest, and three professional references via email at careers@portlib.org.

Mailed applications may be sent to: Human Resources, Portland Public Library, 5 Monument Square, Portland, ME 04101.

About PPL - Core Values

Portland Public Library is an equal opportunity employer dedicated to creating a culture that fosters continuous staff development and engagement to reflect the learning role we play for our patrons. We value self-directed growth as well as sharing knowledge and experience, working collaboratively, and communicating openly.

PPL promotes professional engagement with colleagues, with community efforts, and with others in the library field. Every employee of the Portland Public Library strives to offer the highest quality service – externally to library patrons and internally to colleagues.

We are committed to hiring and maintaining a diverse workforce of highly qualified staff to broaden perspectives, promote equity and inclusion, and connect to the breadth of our community. Applicants with racially, ethnically, or culturally diverse identities or backgrounds are encouraged to apply.