



Denver Public Library Friends Foundation
10 West 14th Avenue Parkway
Denver, CO 80204

Position Profile

Director of Marketing & Communications

Background

The Denver Public Library Friends Foundation is the sole supporting 501(c)3 organization for the Denver Public Library.

Founded in 1889, Denver Public Library has been serving the community for over 130 years. The library's vision is a strong community where everyone thrives and the mission is to create welcoming spaces where all are free to explore and connect. With 27 locations throughout Denver, the library provides essential programs, services, and resources to meet the community's most pressing needs.

The Denver Public Library Friends Foundation (DPLFF or Foundation) traces its roots to 1940. The Foundation transforms generous donations into resources that change lives. The Friends Foundation provides critical support and advocacy for free literacy programs, lifelong learning, workforce development, and equitable access to resources for millions of adults, children, and youth. Please visit dplfriends.org to learn more about the Foundation.

Position Title: Director of Marketing and Communications

Reports to: Executive Director

This may be a part-time or full-time position based on candidate experience and desires.

Description

The primary responsibility of the role is to build awareness of the library and Foundation through marketing and communications efforts so that fundraising growth occurs and advocacy work is successfully carried out.

The role will work closely with all members of the Foundation team and with marketing and communications staff of the library. Key business areas of the Foundation are membership, development, advocacy, book sales, and events. Background in these business areas is desired.

Background with capital fundraising campaigns and/or with public policy or elected official advocacy is also desirable.

Key Marketing and Communications Responsibilities

- Developing and executing an annual marketing and communications plan so that brand, activity, awareness, and positioning goals are achieved.

- Working collaboratively with library Communication and Community Engagement staff so that goals of both the library and the Foundation are achieved and marketing and communications efforts are aligned and complementary.

Specific Areas of Focus

- Developing the annual marketing and communications plan, including key messages for general and segmented audiences.
- Completing the implementation of an updated brand, including a new logo and color palate, throughout Foundation materials.
- The production, delivery, and execution of the marketing plan through and across a variety of platforms including:
 - value propositions;
 - case statements;
 - elevator speeches;
 - direct mail;
 - email;
 - collateral;
 - earned media;
 - website;
 - social media;
 - proposals; and,
 - events, including book sales.
- Evaluating messaging outcomes/impacts and improving messaging based on evaluations.
- Building awareness broadly, and with segmented audiences, for current and future fundraising campaigns with capital, endowment, and program components.
- Building awareness with community, philanthropic, business, and elected leaders to advance the cause of the library.
- Evaluating, redesigning, refreshing, and maintaining the Foundation website so that the web experience enhances organizational goal achievement.
- Conducting SEO work and digital advertising efforts to attract and drive website traffic toward desired outcomes.
- The role will work closely with the library's marketing and communications team to amplify both library and Foundation messaging. This includes cross-promoting with: social media; print and electronic media; advertising; website; and, events, which includes collateral development.

Background Sought

- Direct experience related to the responsibilities and duties described above. Ideal background is successfully serving as an outsourced or in-house Marketing and/or Communications professional for a successful nonprofit or business organization.
- The ability and desire to develop and execute strategies to accomplish goals. This role is both that of thought leader and producer.
- Strong speaking, writing, and listening communication skills.
- Experience making Board presentations.
- Project management skills to deliver desired outcomes on time and on budget.
- A sense of urgency.
- Strong organizational and collaboration skills.
- Excellent relationship-building skills with the ability to prioritize, negotiate, and work with a variety of internal and external stakeholders.
- An operating style that enhances both the achievement of desired results and the team experience.

- Flexibility and the ability to be nimble with multiple priorities and deadlines.
- The ability and desire to work as an individual contributor, as a team member, and/or as a team leader - depending upon the project and situation.
- A track record of achieving tangible financial results through marketing and communications efforts.
- An interest and/or affiliation with the library field and the missions of the library and Foundation.

Compensation

The budgeted salary range for this position is approximately \$55,000 to \$75,000. In addition, the position is eligible to participate in Foundation benefits, which include insurance, PTO, holiday, and retirement plans.

This document is not all-inclusive. Other duties and responsibilities may be assigned at any time for any reason. The duties and responsibilities described in this document may be removed and/or changed at any time for any reason.

Application Information

The Denver Public Library Friends Foundation (DPLFF) provides equal employment opportunity without regard to race, color, religion, national origin, sex, sexual orientation, gender identity, disability, genetic information, age, marital or parental status, or military/veteran status.

DPLFF supports social and racial justice, and the Foundation supports the Denver Public Library and its work on social and racial justice.

To work at the Foundation, one must be fully vaccinated against COVID-19 and provide proof of vaccination or, if not vaccinated, provide an exemption.

All qualified candidates are encouraged to apply.

Please submit resumes by email to:

friends@denverlibrary.org

This position will remain open until filled.