

Sr Director, Communications, Marketing, and Public Relations for the EL & MCCM

Grade 238

Position Description:

- The Senior Director for Communications, Marketing, and Public Relations will work across the University to promote and strengthen the reputation, brand, and visibility for Emory Libraries and the Michael C. Carlos Museum (EL&MCCM) locally, nationally, and internationally.
- In collaboration with the University's emerging communications structure, the individual in this role will ensure that EL&MCCM initiatives and activities are aligned with the institution's six pillars, mission, and vision.
- Reporting to the Vice Provost, Libraries and Museum, the successful candidate must be a collaborative, strategic leader whose primary focus is on development of strategies to elevate the EL&MCCM brand.
- The Senior Director will have a close working relationship with the Museum Director and the University Librarian.
- The successful candidate will build strong relationships with the appropriate contacts for Emory's Office of Communications and act as liaison to both internal and external constituents including but not limited to Advancement and Alumni Relations, Office of the President, Office of the Provost, Campus Life, Emory Arts, Religious Life, civic and community organizations, the City of Atlanta and beyond.
- Will be responsible for assessing the effectiveness of the current EL&MCCM framework for communications, guiding the work of the library and museum communications and marketing teams, and integrating Emory's six One Emory: Ambition & Heart pillars into all work.
- Must have strong analytical skills and a data-oriented decision-making approach; ability to think strategically and develop and communicate a shared vision; ability to demonstrate cultural awareness and agility, exercise emotional intelligence, build trust and credibility, and manage change in a complex organization; and ability to tolerate change and uncertainty within an emerging organizational structure.
- Primary Responsibilities: Oversees the marketing, communications, and public relations activities of the libraries and museum.
- Uses data-informed practices to elevate the EL&MCCM brand regionally, nationally, and globally.
- Will work to broaden stakeholder groups.
- Develops a strategic marketing and communications approach and recommends and implements engagement and campaigns that connect institutional and EL&MCCM priorities with audiences to spur a response.
- Develops a vision for leveraging demographically relevant marketing and promotional messaging with a heavy focus on social and new media.
- Develops a vision for and oversees the work of the marketing and communications teams in both the libraries and museum.
- May restructure as necessary.
- These teams are charged in part with: developing and implementing media relations and/or publications programs and overseeing media relations and/or publications for libraries and the museum; assisting in strategic public relations planning and implementation including media relations, publications and periodicals, crises

communication and issues management; developing relationships with journalists and content creators and overseeing and implementing new methods for media relations; public programming (libraries), exhibitions (libraries), and community relations.

- Provides guidance on best use of marketing, communications, and PR budget.
- Collaborates closely with Emory's Communications and Marketing as well as other units such as Advancement and Alumni relations to ensure consistent and coordinated messaging and brand alignment across all audiences.
- Performs other related duties as required.

MINIMUM QUALIFICATIONS:

- A bachelor's degree in a related field and five years of directly relevant experience, OR an equivalent combination of education, training, and experience.
- A graduate degree, such as Master's or Doctorate, in related fields of study, is preferred.
- Experience in communications, public relations, marketing, art or other related field.
- Five years of experience in the development of marketing and informational materials, writing/research, project management and/or information technology, and social media platforms.
- Demonstrated success in developing and implementing a broad range of communication, PR, and marketing initiatives in a complex higher ed environment, cultural heritage or not-for-profit institution, requiring coordination and strategic leadership of a diverse range of stakeholders.
- Ability to foster constructive dialogue with different groups across campus, establish ongoing communication structures, and work in collaboration with a wide variety of stakeholders to ensure an inclusive environment.
- Experience or familiarity with qualitative and quantitative data collection tools (focus groups, surveys, etc.) to interrogate communications and public perception states and use data-driven dashboards to collect, analyze, and present this information.
- Excellent leadership, interpersonal, and oral and written communication skills, and ability to influence and inspire others.

NOTE: Position tasks are required to be performed in-person at an Emory University location; working remote is not an option. Emory reserves the right to change this status with notice to employee.