



Senior Director of Communications, Washington DC

The Association of Research Libraries (ARL) has a new opportunity for an experienced communications professional passionate about leading the narrative strategy on the impact of research libraries in research and learning, and society more broadly.

ARL is an institutional membership organization of 124 libraries and archives in major public and private universities, federal government agencies, and large public institutions in Canada and the United States. We advocate on research libraries' behalf, advance the research and learning mission with our research and higher education partners, share intelligence on current issues, and develop the next generation of diverse library leaders. The Association and its members actively engage nationally and internationally to advance an equitable and enduring research information environment.

Research libraries are evolving quickly in the context of dramatic digital adoption in research and learning, constant flux in higher education, and policy developments in Canada, the United States, and beyond. As an association of leaders, ARL adopted the [2019-2021 Action Plan](#) outlining its priorities for the next three years, and the contributions it intends to make as a collaborative partner in a complex ecosystem. This position will take the lead in our strategic communications and media and public affairs outreach.

Job Title	Senior Director, Communications
Classification	Exempt
Reports to	Executive Director
Date of last review	June 24, 2019
Job Summary/ Objective	This leadership position is responsible for developing, executing, and assessing ARL's organization-wide communications, media outreach, and narrative strategy.
Essential Functions	Oversee the integration of strategic communications and media and public affairs outreach efforts across the organization, including: <ul style="list-style-type: none">• Leading communications, marketing, and outreach for Association programs and initiatives

- Designing and delivering on media and publicity strategies for specific ARL programs and initiatives, ensuring optimal reach and impact
- Proactively identifying opportunities for placing articles, op- ed pieces, and letters to the editor in higher education and other channels as appropriate
- Developing content and writing communication pieces in support of the Association’s programs and initiatives
- Evolving the design, branding, and style guides for all of ARL’s communications materials and tools

Develop and implement innovative media and public affairs outreach strategies and initiatives that help move target audiences from awareness to action and sustained engagement with the Association

Develop and maintain relationships with key communications and outreach partners, including editors, reporters, and communication leads in other associations

Oversee ARL’s digital assets, ensuring ARL has the virtual and technological resources needed to achieve its communications vision

Assess the impact and ROI of all communications properties and activities, in conjunction with the senior director of Research and Analytics, making adjustments as needed

Be an expert on ARL’s target audiences, researching demographics and communication profiles

Advance ARL’s desire for greater inclusivity, seeking opportunities to improve target audience relevance of ARL’s communications

Develop annual communications budget and track departmental spending

Supervise and lead the members of the communications team, including outside consultants, partner agencies, freelance designers, and production vendors

Supervisory responsibilities

The position has two direct reports, and leads and coordinates communications and media outreach work across the Association.

Work environment

This is an office work environment at the ARL office in Washington, DC.

Physical demands	There are day-to-day physical demands associated with office work.
Position Type & Expected hours of work	Exempt, full time position. Typical work hours are 9 a.m.–5 p.m. Monday through Friday, with some work outside these hours expected.
Travel	Travel locally (within the DC area) is frequent. Travel within the United States and Canada is required mostly in the spring and fall.
Required education and experience	<p>Bachelor’s degree in journalism, communications, or a directly related field from an accredited college or university</p> <p>A minimum of 7 years of communications experience with at least 3 years of leadership experience developing and executing successful, comprehensive communications and outreach strategies.</p> <p>Excellent oral, written, and public speaking skills</p> <p>Strong media relationships</p> <p>Experience in brand management and leveraging social media and digital platforms to create audience behavior change resulting in stronger relationships</p> <p>Passionate, forward-thinking, and detail-oriented leader who is collaborative and motivational</p> <p>Team player who creates trust, exudes credibility, and can elevate enthusiasm across the organization</p> <p>Demonstrated ability to collaborate with senior executives and other staff to achieve goals</p> <p>Proven demonstration of awareness and sensitivity to the needs and concerns of individuals from diverse cultures, backgrounds, and orientations</p>
Preferred education and experience	<p>Work experience with public or nonprofit organizations</p> <p>Fluency in Spanish or French a plus</p>

ARL is an equal opportunity employer committed to diversity in the professional workplace. We are firmly committed to providing opportunities for outstanding persons of every race/ethnicity, gender, creed, and background. We encourage candidates to apply who thrive in an environment that embraces diversity and inclusivity.

Salary is competitive and commensurate with experience. ARL offers standard benefits including sick leave, 22 days of vacation, TIAA. Screening of applications will begin immediately.

The qualified applicants should submit a letter outlining interest and relevant experience, including a statement that addresses past and/or potential contributions to diversity, equity, and inclusion; a résumé; and a list of three references using [this application form](#).

For more information please check our website at <https://www.arl.org/>