



CHIEF MARKETING OFFICER

ABOUT THE THEODORE ROOSEVELT PRESIDENTIAL LIBRARY FOUNDATION

“Believe you can, and you’re halfway there.” -Theodore Roosevelt

Since 2014, the Theodore Roosevelt Presidential Library Foundation (TRPLF) has been planning and building a new, ambitious kind of presidential library and museum. Other presidential libraries tell the story of a single individual, but the Theodore Roosevelt Presidential Library (TRPL) – being built more than a century after T.R.’s death – will do more than preserve history. The TRPL will be a people’s library, bringing Roosevelt’s values and relentless spirit to life at a critical time in our nation and world, while simultaneously championing the stories of all who “dare greatly, think boldly, care deeply, and live passionately.”

The Library is currently being constructed in Medora, North Dakota, with a milestone planned for July 4, 2026 – America’s 250th anniversary. Participants at the TRPL will learn from – not just about – Roosevelt’s story, being transformed in the same stunning Badlands that served as the fulcrum in T.R.’s incredible life story.

Guided by the pillar principles of leadership, citizenship, and conservation, the Foundation has partnered with innovative partners – like the award-winning architecture firm, Snøhetta, the exhibition and media design company, Local Projects, and the best-in-class story crafters, the Future of Storytelling – to build an institution like no other. With plans to be the most sustainable presidential library and campus ever, a revolutionary approach to interpretive design, and programming that will spread the Library’s message into neighboring Theodore Roosevelt National Park and beyond across the globe, the opportunity to join a talented team in building and opening this institution is truly unique.

JOB POSTING – CHIEF MARKETING OFFICER (CMO)

“Do what you can, with what you have, where you are.” -Theodore Roosevelt

TRPLF is looking for a dynamic, hands-on executive leader to manage the Library’s communications and marketing operations. Our ideal candidate has strong knowledge of and experience with non-profit governance and planning – and is eager to work hard at work worth doing. Our organization is growing, and we seek a qualified candidate to grow with us.

TRPL’s guiding pillars – leadership, citizenship, and conservation – have the potential to reach far beyond the experiences and exhibitions we provide in our physical library. Similarly, we believe that

the right candidate can work from anywhere as we share what it means to be “Rooseveltian” in today’s world.

As a key member of the TRPLF team reporting to the Chief Executive Officer, the CMO is responsible for developing and implementing the Library’s brand and marketing strategy. This person will work closely with the executive team to create messaging and communications that inform and influence key stakeholders including staff, media, donors, elected officials, partner agencies, and the general public. The CMO will oversee all aspects of TRPL’s public policy, public relations, media relations, and internal engagement efforts, ensuring that the mission and values of TRPL remain at the center of it all.

The right candidate has the knowledge, skills, and mindset to join a leadership team that strives to work from abundance rather than scarcity. This person will understand that as TRPLF evolves, there must be room for iteration and innovation. We will collaborate, experiment, fail, and try again – and, in doing so, find better ways to engage the greater TRPL community with our heads, hands, and hearts.

Our CMO will develop a communications program that delivers on organizational goals, elevates the TRPL brand, and enhances the project culture. This person will provide TRPLF leadership with thoughtful, well-researched guidance to shape our brand and communications strategy for the near-term construction phase, the mid-term grand opening, and the long-term operational phase. We seek a candidate who is ready to join us “in the arena” – and work hand in hand with the rest of the team to create an institution and platform worthy of Theodore Roosevelt’s legacy.

Specific qualifications include:

- An advanced degree in marketing, journalism, business, or another relevant area; or equivalent work experience.
- At least 7 years of senior-level marketing and/or public relations experience in a complex and evolving non-profit organization or similar cultural institution.
- Strong analytical, planning, management, and communication skills to facilitate collaboration among the TRPLF team and board, as well as with external investors, donors, partners, and other key stakeholders.
- A confident understanding of principles and best practices in public relations, internal messaging, marketing, advertising, technology, and social media.
- Strong support for the TRPL mission and an embrace of the TRPL values
- The ability to work with a diverse group of people who represent the full spectrum of backgrounds, experiences, and political beliefs.
- Demonstrated leadership, motivational, management, entrepreneurial, planning, and problem-solving skills. The candidate should be able to prioritize and manage multiple projects simultaneously.
- Experience with effective crisis response and management.
- The ability to ensure all internal and external communications address and speak to the TRPL’s mission, vision, values, and pillar principles.

Job responsibilities include:

- Develop and implement an overarching content strategy that reflects and shares the mission, vision, values, and pillar principles of TRPL.

- Develop forward-thinking content, in collaboration with the TRPLF and outside partners, for all marketing efforts including media kits, press releases, fundraising appeals, newsletters, special events advertising, internal messaging, social media messaging, brochures, fact sheets, reports, and other marketing materials.
- Develop compelling messaging for diverse audiences, including the media, policymakers, businesses, and the public.
- Along with the CEO and other executive leadership, design and execute both internal and external strategic communications.
- Manage and respond to all media inquiries, as well as proactively engage and pitch media outlets to spotlight the organization's goals and activities.
- Communicate with the TRPLF team and other key stakeholders about pertinent brand and communications matters and provide counsel for decisions that may affect TRPL finances, management, organizational structure, or mission.
- Work to strengthen TRPL's brand voice, reaching locally and across the globe.
- Provide messaging guidance for key events, including fundraisers, programs, project milestones, and other outreach activities.
- Oversee key brand partnerships and engagements as the organization continues to grow.
- Lead a talented and multifaced team of communications and marketing professionals, plus collaborate with external partners and agencies.

BENEFITS

Full benefits include 403(b), medical insurance, dental insurance, vision insurance, life insurance, short-term and long-term disability, as well as 20 days of paid time off and 10 days of holidays. Salary ranges between \$185,000 - \$235,000 depending upon experience.

EEO STATEMENT

TRPLF is committed to creating a diverse, equitable, and inclusive environment. TRPL does not discriminate based on race, sex, color, religion, age, national origin, marital status, disability, veteran status, genetic information, sexual orientation, gender identity, or any other reason prohibited by law as a provision of employment opportunities and benefits.

INTERESTED?

Please send a cover letter and résumé to jobs@trlibrary.com, Required subject line designation: CMO. No phone calls, please. Only those candidates selected for an interview will be contacted.