



## CHIEF COMMUNICATIONS 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 opening planned for July 4, 2026 – America's 250th anniversary. Participants at the TRPL will learn from – not just about – Roosevelt's story, being transformed by 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 COMMUNICATIONS OFFICER (CCO)

*"Do what you can, with what you have, where you are." -Theodore Roosevelt*

TRPLF is looking for a dynamic, hands-on executive leader to lead the Library's communications and marketing operations, joining at a time when TRPL is quickly scaling up. 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 Deputy Director, the CCO is responsible for developing and implementing the Library's brand messaging and marketing strategy. This person will work closely with the executive team to create audience specific messaging and communications that ensure a cohesive voice, and inform and influence key stakeholders including staff, media, donors, elected officials, partner agencies, and the public. The CCO will manage TRPL's reputation through proactive and reactive engagement, overseeing 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 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 CCO will develop a communications program that delivers 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.

## **CORE KNOWLEDGE AND COMPETENCIES**

- Proven experience creating and executing communications plans in support of an organization’s strategic plan, goals, or initiatives.
- Experience engaging with media organizations, editors, and journalists to develop proactive media strategies and place stories opportunistically.
- Deep understanding of the changing digital media landscape and how to adjust an organization’s approach to drive outcomes.
- Experience in a fast-paced, start-up-like environment with ability to juggle competing demands and establish priorities, while providing continual attention to detail.
- Demonstrated ability to drive complex work to conclusion, including getting results by collaborating deeply with others.
- Outstanding people skills and a demonstrated ability to influence a wide range of individuals who represent the full spectrum of backgrounds, experiences, and political beliefs.
- Successful experience leading crisis communications and issues management for a major organization.
- Excellent written and oral communication skills in positions requiring outreach to broad and diverse audiences on complex issues.
- Teammate with humility and a passion for the TRPL mission, vision, values, and pillar principles.

## **JOB RESPONSIBILITIES INCLUDE**

- Develop and implement a cohesive overarching communications strategy that reflects and advances the mission, vision, values, and pillar principles of TRPL.
- Drive proactive media engagement, building and strengthening with key media to spotlight the organization’s goals and activities.
- Oversee owned-channel programming and social media engagement, making use of new digital tools to drive awareness with key stakeholders.
- Lead issues and reputation management, collaborating with colleagues, public relations, and partners.
- Develop compelling messaging for diverse audiences, including the media, policymakers, businesses, and the public, working to strengthen TRPL’s brand voice, reaching locally and across the globe.
- Along with the Deputy Director and other executive leadership, design and execute both internal and external strategic communications.
- 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.
- 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.
- Manage external resources such as public relations agencies and/or communications consultants appropriately and with discernment, ensuring they are a culture fit and additive to the work done by the internal team.

## **EDUCATION AND EXPERIENCE**

- A minimum of 10 years of professional communications experience with rising responsibilities, including management experience, in roles requiring collaboration with a wide range of internal and external partners.
- Experience working in museums or cultural fields, or at a major communications/marketing of PR agency strongly preferred.
- An advanced degree in marketing, communication, journalism, or another relevant area; or equivalent work experience.

## **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](mailto:jobs@trlibrary.com), Required subject line designation: CCO. No phone calls, please. Only those candidates selected for an interview will be contacted.