Communications & Marketing Director

Reports to the Vice President & Chief Administrative Officer

LT is seeking an experienced, creative, intellectually curious, and dynamic professional to assume the rapidly evolving role of Communications and Marketing Director. Both an action-oriented strategist and self-starter, the Communications and Marketing Director will lead Liliʻuokalani Trust (LT) through the development of a communication and marketing strategy to reach internal and external stakeholders; branding, social media and website design. This position will provide strategic insight on communications and marketing-related challenges and opportunities that align with LT’s mission.

Position Summary
Communications and Marketing Director is responsible for the development and implementation of a comprehensive and dynamic communications and marketing strategy for LT. The Director will serve as a creative architect for all internal and external communications and is responsible for capturing LT life – and its stories – through various communication and media channels, including digital and videos. This role should possess a long term vision for the communications function; integrating and supporting the various segments: Liliʻuokalani Trust, Liliʻuokalani Foundation and LT Programs.

Position Responsibilities
• Collaborate with executive team in setting and driving LT’s communication and marketing strategy and infrastructure, which includes envisioning and designing media, social media framework, website and e-communications.
• Provide oversight of fundraising programs and corporate and national partnerships.
• Lead organization-wide communications to advance LT’s mission with various audiences.
• Oversee the writing, project budgets, production, design and distribution of a wide variety of publications and collateral materials, including annual report, brochures, slide decks and other materials.
• Continually keep finger on pulse of what’s happening to provide messaging as appropriate and promote organizational values at all levels – curate “one voice” throughout LT.
• Develop, write, edit and distribute e-newsletters and ensure messaging is aligned across LT.
• Oversee the Queen’s Legacy Projects: Queen’s Mele, Hawaii State Archives and Queen’s Diaries.
• Develop and maintain relationships internally and externally with local press, vendors and consultants.
• Provide recommendations to the executive team, as requested, on strategic communication matters.
• Contributes to LT’s success through collaboration, communication, and knowledge-sharing with all teammates to improve team and organizational results.

LT is an EEO Employer
Qualifications

- Bachelor’s degree with at least 5+ years of progressive leadership responsibility and a track record in communications, public affairs, marketing, journalism or related field.
- Must be a critical and creative thinker, intellectually curious, detail-oriented, with an ability to learn new systems, and unafraid to ask questions or give opinions.
- Demonstrated ability to write clearly and succinctly for different purposes on complex topics.
- Strong writing, editing skills, passionate communicator, and experience in the design of web-based communications. Exceptional attention to detail and an eye for design.
- Demonstrated project and organizational management skills.
- Must have a strong personal fit with our non-hierarchical, no ego, flexible, intellectually honest, meritocratic culture.
- Experience in translating complex content for different audiences and purposes.
- Desire to be part of an evolving organization and to contribute to its rapid growth and reputation.

Terms and Conditions of Employment

- As a condition of employment, employee will be subject to LT’s policies, procedures and organizational values.