Lowell Observatory seeks a creative, dynamic leader for the position of Deputy Director for Marketing and Communications (DDMC). S/he will be responsible for developing and executing a compelling marketing strategy and brand positioning that’s integral to the Observatory’s master plan. The efforts associated with this new position include deepening Lowell’s understanding of its stakeholders’/customers’ needs and tailoring its a) branding, b) selected offerings, c) communications, d) media relations, e) pricing for long term sustainability, and f) selected partnerships to meet these needs.

**Background:** Recently named an “Arizona Top Company to Work For in 2018,” Lowell Observatory (LO) is an independent, non-profit research institution founded in 1894 by Boston mathematician Percival Lowell. We are located atop a mesa overlooking downtown Flagstaff, Arizona, where we are steadily growing and carrying out our dual mission of astronomical research and communication of our discoveries to the public. We strive to be a fun, collegial, dynamic place where we inspire incredible people to do remarkable work. The DDMC position is new to Lowell and deemed critical by leadership to enable successful implementation of the current master plan and beyond.

**Mission statement:**
The mission of Lowell Observatory is to pursue the study of astronomy, especially the study of our solar system and its evolution; to conduct pure research in astronomical phenomena; and to maintain quality public education and outreach programs to bring the results of astronomical research to the general public.

**Highlights of Master Plan Vision:**
It started with the science facilities:
Discovery at Lowell extend back more than a century and includes the first evidence of the expanding Universe, gathered here in 1912, as well as the discovery of Pluto in 1930. Today, Lowell owns and operates the $53M Discovery Channel Telescope (DCT), completed in 2014, and has formed scientific partnerships for access to DCT with Boston University, the University of Maryland, the University of Toledo, Yale University, Northern Arizona University, the University of Texas, and the Korea Astronomy and Space Science Institute. The DCT is Lowell’s flagship research asset, and it will maintain our competitiveness as a center of astronomical discovery for decades to come.

It continues with public education and outreach:
We are dedicated to bringing our discoveries to the public and to enhancing the scientific curiosity and STEM literacy of our visitors no matter their background or age. Our attendance has grown steadily in recent years and is expected to surpass 100,000 for the first time in 2018. In 2019 the Giovale Open Deck Observatory will open, adding a new premier public telescope facility to our Flagstaff campus. By 2024 we expect to have a greatly expanded visitor experience, which will include a new and much larger visitor center, gift shop, café, theatre, and rooftop open sky observing.
Our donors make it happen: A multi-million dollar capital campaign has started the ball rolling on major construction plans. Additionally, the Lowell Observatory Foundation (LOF), the endowment fundraising arm of the institution, concentrates on long term sustainability. Our brand identity must incorporate the mission of the Observatory and appeal to a wide range of patrons and other stakeholders. Our recent work with leading consulting firms, on both the facilities plan and fundraising campaign, further clarifies the need for an in-house marketing executive.

**Position Summary:** The DDMC will be the senior marketing executive and will report to the Director of the Observatory (effectively the CEO). S/he will work closely with the five other Deputy Directors (Administration, Education, Development, Science, and Technology) as well as with the leadership of the LOF. In guiding LO’s strategic marketing and branding, the DDMC will ensure all marketing related strategies, communications, and institutional brand identity are prioritized, coordinated, and tailored appropriately. The DDMC's marketing vision should include enhanced: global brand identity, guest experiences, and “win-win” relationships with LO's diverse stakeholders. The DDMC will not only strive to make LO the media's “go to” organization for astronomical questions and expertise, but also make it a bucket list must-see location when visitors from around the globe make that once in a lifetime visit to the Grand Canyon. In fact, our vision is for Lowell Observatory to be the destination that draws many of those visitors to Northern Arizona.

**Required Skills:**

- Excellent creative and communicative skills.
- Proven ability to lead an organization’s “Brand Promise” and “Brand Story,” creating a single brand identity.
- Experience and interpersonal skills to earn respect and credibility from staff in the context of strategic marketing and communications, as well as experience in successful partnership development with outside related organizations.
- Proficiency in marketing activities including: market segmentation, target marketing, data capturing, relevant computer operating systems, social media platforms, analytics, and applicable software.
- Skills to represent LO’s mission in an engaging but rigorous manner to relevant organizations in Flagstaff, the US, and world-wide.

**Specific Responsibilities:**

- In close coordination with the other Deputy Directors and as a team member on the Executive Committee's Marketing Steering Team, provide all parties with a deeper understanding of LO’s stakeholders and their needs, and be the LO staff leader in addressing the following tasks related to strategic marketing and branding:
  - Work with other Deputy Directors to ensure their offerings, projects, and programs are best targeted to increase “win-win” relationships with their stakeholders.
  - As a member of the LO Pricing Committee, champion pricing for long-term financial sustainability.
  - Inventory external and internal LO communication materials/documents and evaluate necessary steps to achieve a single institutional brand identity.
  - Consistent with the brand promise and brand story, lead a process for a new LO logo.
• Oversee the drafting of Brand Guidelines and an execution policy for communication materials.
• Estimate and budget human and financial marketing resources for the Master Plan.
• Conduct and interpret marketing research/analytics to LO leadership

• Be the LO leader and supervisor for the Communications Department, which currently includes a Communications Manager, a Senior Creative Specialist, and a Historian. Ensure that communication’s content has a consistent “LO look” and is placed with the most cost-effective media to reach targeted audiences. Work with the team to manage and delegate responsibilities including:
  o Targeted media and press relations with direct involvement as appropriate.
  o Newsletter, especially content decisions aimed at key stakeholders’ interests.
  o Maintain an outstanding website that captures the interest of key stakeholders and ensure its currency and accuracy.
  o Internal sign production to effectively guide visitors and ensure single brand identity.
  o Targeted advertising of public programs, other events, and the gift shop – annual plan and budget.
  o Effectively marketing LO’s comprehensive Master Plan campaign to Observatory members, Arizona residents, and nationally recognized philanthropists.

Work Environment and Requirements:

• Working at a computer for extended periods.
• Frequent movement throughout the campus, including in inclement weather and over uneven terrain.
• Speaking and listening, both in person and using a telephone.
• Lifting files and office equipment up to 25 pounds.
• Driving an automobile or van with a valid driver's license.

Education and Experience:

• MBA with a marketing emphasis or equivalent experience is required. A bachelor's degree in a scientific field is preferred.
• 12+ years of progressively responsible professional experience is required. Experience in both the corporate and non-profit world is a plus.
• Ability to grasp quickly general scientific principles, especially in astronomy and planetary science, is a plus.

Status: Full Time
FLSA Classification: Exempt
Compensation Type: Salary
Benefit Eligible: Yes
Location: Flagstaff, Lowell Observatory’s Mars Hill Campus

Benefits Overview: In addition to 10 scheduled paid holidays, Lowell Observatory offers a Flexible
Paid Time Off policy for all full-time, benefit eligible employees which allows you to determine how much time you need to rest and enjoy yourself outside of work. The cost of premiums for medical, life & long term disability insurances for benefit eligible employees is 100% paid by the company, and includes a contribution to either an H.S.A or HRA account for first dollar medical expenses.

To Apply:
Provide a letter of interest detailing your qualifications and how that relates to Lowell Observatory, a resume’ and a completed short form application (https://lowell.edu/about/employment/). Also include phone numbers and/or e-mail addresses for three professional references. Send to humanresources@lowell.edu. The deadline for applications is August 31.

**Flagstaff and Northern Arizona University:**

Flagstaff, with its nearly 71,000 residents, has the charm of a small mountain town and the resources of a large community. The natural beauty of Northern Arizona blends well with the sophistication of this university town. In 2017 Forbes ranked Flagstaff in its “Best Small places for business and careers”. Unlike its neighbors in metro Phoenix, Flagstaff is situated at 7,000 feet above sea level and has four distinct seasons. Snowy winters make it a desirable destination for downhill and cross-country skiers and snowboarders. Flagstaff’s location is one of its top-ranking assets, as it rests only 80 miles from Grand Canyon National Park. Phoenix is only two hours south, while Las Vegas and Albuquerque are both less than a five-hour drive away. Flagstaff is home to Northern Arizona University, one of Arizona’s three public universities, as well as Coconino Community College, a highly-rated community college. NAU’s leadership, astronomers, and staff have strong relationships with Lowell Observatory.

https://www.forbes.com/places/az/flagstaff/
https://bestcompaniesaz.com/azcentral-top-companies/

Lowell Observatory is an Equal Employment Opportunity/Affirmative Action employer and provides equal employment opportunity to all persons without regard to race, color, religion, sex, national origin, age, genetic information, disability, veteran status, political beliefs, sexual orientation, and marital and family status. Lowell Observatory provides reasonable accommodations to applicants with disabilities. This nonsmoking campus is at an elevation of 7,000 ft./2100m. If you need a reasonable accommodation for any part of the application and hiring process, please notify the Human Resources office for assistance.

VERSION August 2018/HR