

# The American Library in Paris

ESTABLISHED 1920

## **Open Position: Communications and Outreach Manager**

Full-time (36 hr/wk)

### Organization

The American Library in Paris, established in 1920, is the largest English-language lending library on the European continent. The Library welcomes more than 80,000 visitors a year and provides access to 100,000 books and thousands of periodicals, as well as a wide range of literary and cultural programs for readers of all ages. It operates as a non-profit association with 501(c)3 status in the United States and as an *association loi 1901* in France.

### Position description and qualifications

The Communications and Outreach Manager is in charge of every aspect of the Library's marketing and communications and also acts as a spokesperson for the institution and a community builder for its diverse public. The responsibilities of the position are varied—from writing a biweekly e-newsletter to helping partner schools—and require a fine attention to detail and editorial rigor, as well as kindness and curiosity. The Manager reports to the Library's Director, works daily with the Development Manager and Programs Manager as part of the Advancement team, and often collaborates with other members of the Library's staff of thirteen.

The ideal candidate writes and speaks with style and clarity, enjoys working with other ambitious bibliophiles, naturally inspires others, and listens well. He or she invests intellectual and creative vigor in all projects, large and small, and takes pride in contributing to the cultural heritage of a 100-year-old institution that is dedicated to literature and community.

A working knowledge of French is desirable, a command of English is essential. A background in relevant fields—graphic design, marketing, development, or community management, for example—would be helpful, but an appetite for hard work and a keen interest in language and literature are equally important.

Candidates should bear in mind that the American Library in Paris is a non-profit organization whose salary structure does not match equivalents in the private sector, although the benefits of working inside this unique, historic, and dynamic institution are considerable.

To apply, please send a letter of motivation and curriculum vitae to [openings@americanlibraryinparis.org](mailto:openings@americanlibraryinparis.org) and include "Communications and Outreach Manager" in the subject line. Your cover letter should state how your experience is relevant to the position and what you would bring to the institution.

**Please note that current European working papers are required.**

Only shortlisted candidates will be contacted and may be asked for at least two professional references.

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Primary responsibilities:

## Communications

- Manages Library communications and marketing media, including newsletters, website, blog, and social media. Also oversees the communication calendar and upholds style guidelines.
- Writes original content and also gathers and shapes material from the Library team.
- Works with outside suppliers and talent, such as graphic designers, printers, and web programmers, on communication and marketing materials.
- Develops marketing strategies for programs.
- Supports Advancement colleagues on various projects such as mailings and special events.
- Delivers regular reports and statistics on communication and outreach activities.

## Outreach

- Serves as the primary point person for the Library's partner organizations, including educational institutions, local anglophone associations, booksellers, libraries, other cultural and literary institutions, and community organizations.
- Maintains existing partnerships and develops new ones.
- Works with Development Manager to maintain relationships with existing donors, identify and build relationships with new donors, and cultivate corporate partners and sponsors.
- Helps grow the Sponsored Membership Program
- Alongside colleagues, acts as a general spokesperson for the Library.
- Executes special partner events and supports fundraisers

## *Other responsibilities:*

- Helps identify and apply for alternative sources of funding, such as grants.
- Works with the volunteer coordinator to recruit and manage Advancement department volunteers.
- Assists in interviewing and onboarding Advancement department interns.

This job description is not exhaustive.