Title: Director of Audience Development, Marketing

Company Description:

The Science Communication Lab (SCL) is an innovative non-profit organization dedicated to using multimedia storytelling to engage the public and educational and scientific communities in the journey and wonder of science. By bridging cinematic filmmaking and video content for science education through programs such as the Wonder Collaborative (produces feature-length award winning documentaries, series, and cinematic shorts for the general public) and iBiology (dedicated to classroom instruction and professional development of biomedical researchers), SCL creates new types of collaborations among world renowned and emerging scientific leaders, filmmakers, educators, artists, and social science researchers. 

sciencecommunicationlab.org

Job Description:

Location: Remote with occasional team meetings; preference for the ability to meet in one of the three main SCL hubs – New York City, San Francisco Bay, and Washington DC Area

The Science Communication Lab (SCL) is at an exciting stage of growth as an innovative non-profit organization bringing together cinematic filmmaking and video content for science education. To drive the organization’s continued growth, SCL is looking for a full-time audience marketing leader with a passion for storytelling to develop and implement a new direction for the organization’s audience strategy. The ideal candidate will bring a proven experience in audience development: a background in content production, distribution, and analysis and the ability to leverage data and competitive research to measure how audiences interact with content across channels. They will turn those insights into opportunities for growth, including testing and informing decision-making processes. As a member of the senior leadership team, this position will report directly to the SCL’s Executive Director and Executive Producer and represent SCL as a thought leader that strengthens relationships with internal collaborators and external partners.

Primary responsibilities:

- Develop and execute data-driven audience growth plans for the overall organization, including all content distribution platforms
- Represent SCL as a thought leader in science communication and support all SCL initiatives with a focus on audience expansion, from strengthening and expanding partnerships to initiating offline events
- Work with designers and content producers to develop and implement marketing and audience expansion efforts, clearly communicating data-informed priorities for growth, from content to partnership opportunities
- Design and execute on audience development plans, including newsletter, social media, partnerships, SEO, and other identified channels for the organization overall and its programs
- Regularly assess existing and potential audience development programs for SCL, including producing outcomes from competitive research and analytics reports for stakeholders
- Keep SCL at the forefront of innovation and best practices, including conducting A/B tests and experiments with new media and emerging distribution platforms that align with SCL’s mission and values

Required skills:
- 5+ years experience leading marketing, communications, and audience development
- 2+ years experience managing teams and external partners
- Expertise in brand development and strategy, including partnerships
- Knowledge of multimedia content distribution, such as documentary films, educational videos, and podcasts
- Cross-functional project management skills
- Clear communicator with experience representing organizational interests to diverse stakeholders
- Excellent writing and verbal communication skills

Preferred qualifications:
- Enthusiasm for science and engagement around science topics
- Experience in film distribution and production, including narrative storytelling
- Creativity in reaching new audiences and exploring new markets
- Commitment to equity and reaching diverse communities, particularly groups traditionally underserved by science
- Experience working for a digital publisher, public media, or nonprofit organization

To apply: Please email jobs@scicommlab.org with your resume and a cover letter that answers the questions: “Why do you want to work at the Science Communication Lab?” “What would you uniquely bring to the Science Communication Lab?”

Compensation: The salary range is 110K–135K with benefits, and will depend on a variety of job-related factors including the candidate’s training and experience.

SCL is an equal opportunity employer. We evaluate qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, age, familial status and other legally protected characteristics.