



PUBLIC ENGAGEMENT DIRECTOR

40HRS/WEEK
(*FULL-TIME*)

ARE YOU OUR NEXT LEADER?

We're looking for a highly organized, strategic Public Engagement Director to lead North Dakota's Gateway to Science's partnerships, narrative, and visibility efforts. This role is ideal for someone who thrives at the intersection of strategy and execution—guiding messaging, building partnerships, shaping organizational storytelling, and ensuring NDGTS is visible and mission-aligned across community, media, and public channels.

If you enjoy shaping brand voice, representing an organization externally, and collaborating with teams to translate strategy into compelling public-facing action, we would love to hear from you!

WHAT IT LOOKS LIKE

Public Engagement Strategy & Visibility – *approximately 40% of time*

You'll develop and lead a cohesive public engagement strategy that identifies priority audiences, opportunities, and timing throughout the year. You'll determine where NDGTS should be visible and engaged, including specific community events, media opportunities, government relations, and strategic partnerships. You'll be a central figure coordinating cross-departmental initiatives to ensure consistent messaging and intentional visibility.

This role includes representing NDGTS at select events to build awareness, strengthen relationships, and advise leadership on public perception, audience engagement, and narrative considerations.

Organizational Narrative, Branding, & Messaging – *approximately 40% of time*

You'll own and steward NDGTS's overarching narrative, brand voice, and messaging framework across audiences and platforms. This includes defining messaging priorities that align programs, fundraising, marketing, and outreach efforts, and ensuring brand clarity and consistency across signage, exhibits, programs, advertising, media communications, and partnerships.

You'll serve as the internal resource for narrative alignment, guiding organizational storytelling to translate impact, relevance, and mission into compelling public-facing communications. You'll collaborate with Development to ensure public-facing messaging aligns with fundraising priorities and funder expectations.

Media, Advertising, & External Partnerships – *approximately 20% of time*

You'll set strategic direction and oversee advertising, media outreach, and other community placement efforts. You'll guide messaging, positioning, and objectives across organic, earned, and paid media, including digital channels, press outreach, and public awareness campaigns.

You'll collaborate with the Marketing Coordinator and external vendors to plan and execute advertising and media efforts, identify and cultivate relationships with community platforms and media partners, and coordinate external engagements—sometimes serving as a spokesperson and sometimes advising others on messaging and communications strategy.

WE'RE LOOKING FOR SOMEONE WHO

- Has experience leading communications, marketing, or public engagement at a senior level
- Can shape organizational narrative, voice, and brand strategy



- Excels at building and sustaining partnerships across diverse audiences
- Communicates clearly and persuasively, both internally and externally
- Can manage multiple priorities, deadlines, and cross-departmental initiatives
- Is comfortable with data—knows what's needed, where to find it, and how to use it to inform measurable decisions
- Is adaptable, curious, and mission-driven

EDUCATION AND EXPERIENCE

A bachelor's degree in marketing, communications, public relations, nonprofit leadership, or a related field is preferred. Relevant professional experience can substitute for formal education; candidates with five or more years of demonstrated leadership in communications, public engagement, or partnership development qualify regardless of degree field.

OUR TEAM & VALUES

We love what we do—and we passionately pursue the mission with strategy, purpose, and a deep commitment to living our core values to support the team, visitors, and community. We bring joy to science by approaching our work with curiosity, collaboration, and a spirit of deliberate experimentation. We're committed to building spaces where everyone feels a sense of belonging—from our team to the people we serve.

Our team works together in a dynamic, supportive environment built on well-laid systems. Specialties aren't siloed—they are collaborative, cross-functional, and strategically aligned to ensure we deliver the best possible experiences for our visitors and our team.

MORE DETAILS YOU'LL WANT TO KNOW

This position reports to the COO, is on the leadership team, and works closely with department leads. Other duties may be assigned as necessary but will remain within the reasonable scope of Public Engagement Director responsibilities. The salary for this position is \$68,000, DOE. Benefits include health, vision, dental, Aflac, pet, and/or life insurance, a health savings account, employer matched IRA, and PTO.

READY TO JOIN THE TEAM?

To apply, email your resume and cover letter to gscience@gscience.org with the subject line "Public Engagement Director Application."

We welcome applicants from all backgrounds and identities. We do not discriminate based on race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity or expression, age, disability, veteran status, or other differences. Need accommodation during the application process? Email us at gscience@gscience.org with the subject line "Job Application Accommodations."

Priority is given to applications received before March 2nd.