



## **Marketing Associate/ Manager**

KID Museum is seeking an experienced Marketing Associate/ Manager to help increase awareness of our organization, and promote KID Museum programs, events, and initiatives. Candidates should have demonstrated experience with strategic marketing and social media, and be comfortable working with a team in a fast-paced, startup environment. This position offers an opportunity to join a rapidly-expanding organization, with a strong potential for growth.

### Responsibilities:

- Work directly with Communications Director and Strategic Marketing Advisors to implement marketing strategies
- Lead campaigns to engage visitors, increase membership, and reach sponsors
- Serve as point person on media interactions that help promote the organization
- Manage social media for organization, including regular social media postings
- Help document programs via photos and videos for use on social media
- Promote KIDfest, KID Museum's signature festival
- Write press releases, blog posts, and social media posts
- Assist in managing print publications and work with graphic designers
- Track and respond to relevant media trends and news stories
- Help to develop and implement strategic plan to expand audience reach, branding, and educational initiatives

### Qualifications:

- Bachelor's Degree
- Excellent writing/editing and verbal communications skills
- Experience in marketing, social media, or related field preferred

- Self-starter; able to work independently
- Energetic, flexible, collaborative, and proactive
- Ability to embody our brand characteristics/ voice
- Should be HTML/CSS literate
- Proficient in Wordpress and other web platforms (CMS's)

## **About KID Museum**

KID Museum is a new kind of experiential learning space for children and families in the Washington, D.C. area. With a focus on elementary and middle school-aged youth, KID Museum's core purpose is to inspire the next generation of innovators and empower youth to invent the future with imagination, resourcefulness, and compassion.

A recognized leader in maker education, KID Museum offers unique, hands-on STEM, art, and cultural programs, designed to encourage youth to take risks, embrace failure, and pursue their passions. Now in our third year, the museum has become a vital resource for families, schools, and the community; a catalyst in re-thinking how kids learn, and how they position themselves in the world. The museum serves more than 50,000 people annually through after-school programs, camps, outreach events, and drop-in programming for families.

KID Museum currently operates out of a "proof-of-concept" site at Davis Library in Bethesda, Maryland. At the core of the museum is a 21st century creative workshop and makerspace that includes 3D printers, an electronics lab, a digital media lab, a woodworking shop, and a textile studio, alongside a mixed materials workshop space designed to offer innovative, project-based learning experiences for kids. Building on the successes of our prototype space, we are actively working to establish a permanent home and a world-class cultural and educational institution in our region.

For more information about KID, please visit [www.kid-museum.org](http://www.kid-museum.org)

To apply for this position, please email your CV and cover letter to [emma@kid-museum.org](mailto:emma@kid-museum.org)