



## **KID Museum Managing Director of Marketing & Communications**

### **About KID Museum**

KID Museum is an independent, mission-driven nonprofit serving 55,000 people annually. Our dynamic, hands-on, creative learning space serves as a resource for the greater DC region and a model for reimagining learning for the 21<sup>st</sup> century. A national leader in maker-based education, KID Museum seeks to empower kids with skills to invent the future with creativity, curiosity and compassion. Our programs integrate hands-on exploration of STEM, world cultures and global citizenship, with a focus on cultivating the skills and habits of mind to drive innovation. We reach youth from pre-K through high school, with a particular focus on elementary and middle school years, where research shows a precipitous decline in creativity and when large segments of the population (e.g., girls, African-American and Latinx youth) begin to opt out of disciplines that unlock opportunity for personal and economic growth. For more information, please visit [www.kid-museum.org](http://www.kid-museum.org)

### **Overview**

The Managing Director of Marketing and Communications is responsible for raising public awareness about KID Museum and enhancing the organization's reputation through marketing, branding, media relations, stakeholder relations, website, and social media strategies; overseeing marketing-related member and customer relationship activities; positioning the museum as a national leader in maker-based education, and managing crisis communications. This position reports to the Chief Executive Officer and will work closely with members of the senior team to lead the branding, marketing, and communications work of the organization and to manage and integrate the marketing and communications team with other departments.

### **Essential Functions**

- Raising the visibility of KID Museum among various stakeholders;
- Enhancing the overall brand awareness of the organization and its mission and vision;

- Representing KID Museum to the public and key stakeholders and serving as a spokesperson as needed;
- Growing and overseeing the organization's digital presence, including social media channels, the KID Museum website, and email communications;
- Overseeing the development of marketing and communications strategies for key KID Museum programs and events;
- Developing and overseeing a media strategy to increase the organization's media coverage;
- Refining organizational messaging and ensuring all communications and marketing collateral reinforce the message;
- Aligning marketing and communications strategies with KID Museum's strategic plan;
- Overseeing creation of marketing and communications content;
- Overseeing market research into KID Museum's customers and constituents;
- Managing the marketing and communications team and external consultants, including setting goals and priorities and providing regular feedback;
- Fostering collaboration among the marketing and communications, programs, and development teams;
- Managing the marketing and communications budget.

### **Qualifications**

- Bachelor's degree in marketing, communications, or related field;
- Experience in marketing, including brand storytelling, digital strategies, and customer engagement strongly preferred;
- Experience in media relations or journalism strongly preferred;
- Minimum of 8 years of experience, including at least two years in a senior management role, in marketing and communications for nonprofit organizations, corporations, and/or agencies;
- Superb written and verbal communications skills;
- Demonstrated success at increasing an organization's media presence and market engagement and loyalty;
- Demonstrated success at developing high-level strategies that position an organization and move it forward;
- Excellent management skills;
- Creative problem-solver with a positive, results-oriented mindset;
- Ability to work in a fast-paced environment and to meet deadlines.

To apply, please send a resume, cover letter, writing sample, and three references by September 30 to [scott@kid-museum.org](mailto:scott@kid-museum.org).

*\*KID Museum seeks to serve all members of our community. We are an equal opportunity employer committed to diversity, equity, and inclusion.*