



KID Museum Managing Director, Marketing and Communications

About KID Museum

KID Museum is the region's pioneering experiential museum and educational makerspace. We empower the next generation with the skills to invent the future. Through hands-on programming for kids and youth (ages 4-14), we challenge young people to be active makers, who harness their creativity, curiosity and compassion to build a better world. We design and deliver programs across the full continuum of learning for kids in pre-k through middle school in partnership with educators and schools. Our onsite programs, community events, and live, virtual sessions encourage families to learn and explore together, engage kids in driving their own learning, and support educators in the classroom. We are deeply committed to equity, diversity and inclusion, and consistently prioritize reaching low-income students of color with these transformative learning experiences that unlock opportunity for personal and economic growth.

Through deep, embedded learning partnerships with local public and independent schools, we support students and teachers in developing new skills and the "mind of a maker." This philosophy embodies the mindset that we believe will be necessary for the next generation to successfully compete in an increasingly diverse, interconnected, and rapidly changing workforce, driven by technology.

We empower the next generation with the skills to invent the future, and the mindsets, habits, and skill-sets we teach are practical and powerful in everyday life. We are part of a growing movement to remake education for every young person, putting them in the driver's seat and trusting them to be agents of change. For more information, please visit www.kid-museum.org.

Position Overview

KID Museum is seeking a **Managing Director, Marketing and Communications** to lead the organization's strategic communications and marketing efforts by raising awareness of KID Museum's program model and the value of maker-based learning to develop a diverse, innovative pipeline of talent for the future. A core focus of the role centers on positioning the organization locally and nationally to generate the partnerships and investments necessary to advance our mission and vision. The position also includes overseeing all of the organization's marketing activities to support community and partner engagement and to manage our brand identity and messaging for institutional partners.

This position reports to the Founder & Executive Director and will work closely with members of the leadership team to lead the branding, communications and marketing work of the organization and to manage and integrate the marketing and communications team with other departments. This position will also work in close partnership with the Development Director on shaping the organization's institutional advancement strategy and supporting fundraising communications needs. The incumbent will also work closely with the Board of Directors, Board Committees, key audiences and stakeholders.

The successful candidate will have a Bachelor's degree in Marketing, Communications, or related field and/or a minimum of eight years of experience, including at least two years in a senior management role, in marketing and communications for nonprofit organizations, an educational institution, corporations, and/or agencies. The position requires demonstrated expertise leading a team to develop and execute an effective communications and marketing strategy that advances brand visibility and supports audience/partner engagement across multiple platforms and events.

Essential Job Functions

- Lead the organization's strategic marketing and communications efforts to enhance KID Museum's brand visibility and recognition among key stakeholders and constituents, including local and national funders, family audiences, and school and community partners.
- Establish and lead departmental strategy to achieve organizational objectives related to demand generation, thought leadership, and brand visibility.
- Lead efforts to develop and implement messaging to support the organization's positioning and reflect the breadth of our work and vision for impact.
- Build, manage and continually develop a team of marketing and communications professionals responsible for communications and marketing activities that support KID Museum's mission and vision.
- Grow and oversee the organization's digital strategy, including social media presence and positioning, the KID Museum website, monthly newsletter, blogs, and email communications.
- Manage outside vendors, agencies, consultants, freelancers and other supplier relationships, including contract negotiation and performance management.
- Serve on KID's Leadership Team and foster collaboration among the marketing and communications, education/program, operations and development teams.
- Work with the Board of Directors and key Board Committees to support communications related to fundraising, bringing a voice to advocacy, and supporting strategic positioning to advance the organization.
- Manage the marketing and communications budget to ensure that the department stays within our financial goals and promote activities that will aid in generating additional revenue.
- Successfully complete other duties as assigned.

Minimum Qualifications

- Demonstrated success working with a senior leadership team and Board of Directors to develop high-level strategies that positions the organization and moves it forward.
- Demonstrated analytical and strategic leadership delivered with pragmatic and metrics driven execution.
- Expertise in building partnerships and developing plans to advance the work of an educational institution; STEM focus is a plus.
- Excellent leadership skills; able to mentor, develop and motivate a team of marketing professionals with varying levels of experience.
- Superb written and verbal communications skills.
- Strong articulator of ideas and demonstrated capacity to present complex concepts in a succinct and emotionally resonant manner.
- Outstanding interpersonal skills, including team and relationship building.
- Able to communicate and influence cross-functionally with the Senior Management Team, KID Staff, and internal and external audiences.
- Successful track record working with a broad marketing mix of integrated approaches (social, public relations, digital, etc.).
- Creative problem-solver with a positive, results-oriented mindset.
- Able to work in a fast-paced environment and meet deadlines.

- Able to consider the relative costs and benefits of potential actions to choose the most appropriate one.
- Excellent time management, organizational, and follow-up skills.
- Adaptable, flexible, patient, and able to work with little outside direction.
- Able to perform with a high degree of professionalism.
- Intermediate knowledge of Google Suite, Adobe Creative Cloud, Hootsuite and other marketing programs and tools.

The successful candidate must be able to perform the above tasks independently, accurately, reliably, and in a timely manner. Compensation will be commensurate with experience. A comprehensive benefits package will also be included. Please send a cover letter and resume to careers@kid-museum.org for consideration.

Diversity, Equity and Inclusion are important, interdependent components of everyday life at KID Museum and are critical to our pursuit of excellence. KID Museum is an equal opportunity employer and does not discriminate against any employee or applicant for employment based on race, color, religion, national origin, age, gender, sex, ancestry, citizenship status, mental or physical disability, genetic information, sexual orientation, veteran status, or military status.