



## **KID Museum Marketing Associate**

### **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](http://www.kid-museum.org).

### **Position Overview**

KID Museum is seeking a **Marketing Associate** who will contribute meaningfully to both consumer-facing and operational aspects of our Marketing and Communications efforts. Reporting to the Managing Director of Marketing and Communications, the Marketing Associate will be an active part of the team responsible for achieving audience growth and engagement goals. This position will support social media campaign development and implementation; program, event and brand promotion; special event production; market research; web development and more.

The successful candidate will have a Bachelor's degree in Marketing, Communications, Business or related degree and a minimum of 1-3 years of hands-on experience in marketing and communications implementation, or equivalent combination of education and experience. Must know how to create compelling content for digital platforms and be able to optimize brand presence and engagement across current and emerging platforms to drive brand awareness and audience growth. Demonstrated experience with creative writing for email, website and social media copy for a range of distinct target audiences is required. Customer Relationship

Management (CRM) (e.g. Salesforce/PatronManager), Creative Cloud, Wordpress and Hootsuite experience preferred.

### **Essential Job Functions**

- Supports Marketing and Communications efforts by creating, implementing, tracking and evolving compelling and engaging content for multiple audience segments across a number of platforms: social media, blogs, newsletters, and program promotion materials, ensuring messaging is consistent with brand guidelines and voice.
- Understands target audience personas and drafts relevant, compelling communications that build brand awareness and drive engagement among multiple audience segments and across multiple channels. Shares input and feedback from audiences to help evolve audience profiles.
- Maintains and manages clean and robust email distribution lists to ensure our messaging reaches its intended audiences.
- Writes for and makes updates on the website to highlight what KID Museum does and its impact on the community; to aid in registering participants for programs and events; and to inspire potential partners and investors to partner with us.
- Crafts, edits and distributes internal communications to help keep KID Museum staff informed and engaged.
- Proactively seeks testimonials, stories and feedback, quotes, notes and photos from a range of audiences to build and enrich compelling brand storytelling content.
- Implements social media, email and digital ad campaigns (e.g. paid social media, Google Ads and Google Ad Words) and makes clear, actionable recommendations to improve performance.
- Implements cross platform event promotion (e.g. posting events on community calendars, supporting promotional partnerships) to drive participation in KID Museum programs and events.
- Supports live and virtual event production, and serves as production assistant for marketing production projects (e.g. helping with special event logistics, providing general production support).
- Represents KID Museum at in-person events both at its flagship location and at community pop-up events across the region, including occasional weekends, to support maker activities, social media storytelling and audience building.
- Successfully complete other duties as assigned.

### **Minimum Qualifications**

- Good relationship-building skills and the ability to work with a wide range of individuals, both internally and externally.
- Exceptional verbal and written communication skills; excellent presentation, grammar, editing and proofreading skills.
- Possess a creative writing ability for distinct target audience segments and a range of media channels, formats and outlets.
- Strong problem-solver who is action-oriented and results-driven.
- Solid understanding of various marketing platforms, channels, as well as best practices for social, digital, and email marketing.
- Strong analytical skills (e.g. analyze metrics and create easy-to-understand reports), and great attention to detail.
- Ability to work independently as well as collaboratively as the work demands.

- Flexible and adaptable, able to work on multiple projects simultaneously, quickly adjusting to change and managing deadlines in a fast-paced environment.
- Outstanding organizational, project and time management skills; strong follow-up and follow-through skills.
- Solid understanding of and ability to work with Google Drive, Docs, Sheets, Slides, and Microsoft Word, Excel, and PowerPoint.
- Basic graphic design skills preferred.

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](mailto:careers@kid-museum.org) for consideration.

*Diversity, Equity, Accessibility 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.*