



## **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 and community events 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 diversity, equity, accessibility and inclusion, and consistently prioritize reaching underserved students of color with these transformative learning experiences that unlock opportunity for personal and economic growth.

Through deep, embedded learning partnerships with 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**

The **Managing Director, Marketing and Communications** oversees all facets of the organization's brand, storytelling, communications and marketing. The position reports to the Chief Advancement Officer and works in close collaboration with the Executive Director and members of the Senior Leadership Team to manage and integrate marketing and communications initiatives across the organization, positioning KID Museum as a regional community resource and a national leader in maker learning and education innovation. 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 8 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, execute and measure an effective communications and marketing strategy that advances brand visibility and supports audience/partner engagement across multiple platforms and events. Fluency in Spanish and/or other languages is a plus.

### **Essential Job Functions**

- Lead the organization's strategic marketing and communications efforts to clearly articulate KID Museum's impact model and 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 audience engagement, 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 and consultants.
- 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, guiding the education/program, operations, community engagement, and development teams on communications strategy and implementation.
- Work with the Board of Directors and key Board Committees to support fundraising communications, advocacy initiatives, and strategic positioning that advances the organization.
- Manage the marketing and communications budget.
- 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 position the organization and move 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 with focus on equity and inclusion.
- 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 Leadership 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 communications and 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](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.*