



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 4-18), 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 high 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 equity, diversity, accessibility and inclusion, and prioritize reaching students underrepresented in STEM with transformative learning experiences that unlock opportunity for personal and economic growth.

Through 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 is necessary for the next generation to successfully compete in an increasingly diverse, interconnected, and rapidly changing workforce. For more information, please visit 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 Founder/ Executive Director and works in close collaboration with the members of the Senior Leadership Team to manage and integrate marketing and communications initiatives across the organization, positioning KID Museum as a social impact enterprise, 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 and Board Committees.

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 an education-focused nonprofit. 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 among key stakeholders, including local and national funders, elected officials, family audiences, and school and community partners.
- Develop and implement an integrated strategic communications plan to advance KID Museum's brand identity; broaden awareness of its programs and priorities; and increase the visibility of its programs across key stakeholder audiences.
- Develop compelling storytelling approaches, with a focus on impact, that bring the KID Museum brand to life.
- Develop, integrate, and implement a broad range of public relations activities relative to the organization's strategic direction, positioning KID as a social impact organization.
- Interpret, express, and package the organization's brand across a variety of media including digital, print, editorial, social, video, and photography.
- Identify challenges and emerging issues faced by the organization. Work with leadership team and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.
- Serve as a spokesperson and lead point person on media interactions that help promote and/or impact the organization.
- Build, manage, and mentor a team of marketing and communications professionals.
- Oversee the day-to-day activities of the marketing and communications function including budgeting, planning, and staff development.
- Manage outside vendors, agencies, consultants, freelancers and other supplier relationships, including contract negotiation and performance management.
- Serve on KID's Strategy 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.
- 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.
- Innovative thinker, with a track record for translating strategic thinking into action plans and output
- 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.
- Strong ability to make decisions in a changing environment and anticipate future needs.
- 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 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.