



KID Museum Manager of Communications

About KID Museum

KID Museum is the nation's largest educational makerspace for youth. Our mission is to revolutionize how kids learn through the maker experience. Through hands-on programming and deep learning experiences, we empower youth with the creative problem-solving and STEM skills to invent the future. With a focus on engaging populations traditionally underrepresented in STEM, our programs aim to build economic opportunity and diversify the future talent pipeline.

Our vision is to become the standard of excellence for inclusive, impactful maker learning nationally, and a model for how to expand access to maker learning at scale. Our headquarters in the Washington, DC region serves as our innovation hub. In partnership with local school systems, government and philanthropic leaders, we design and deliver K-12 programs that produce results at scale in a large and diverse metropolitan region. We leverage the learnings from this learning lab to create resources, training, and technical support to expand high-impact maker learning nationally. For more information, please visit www.kid-museum.org.

Position Overview

The **Manager of Communications** is responsible for implementing a variety of activities and campaigns, with the goal of raising awareness of KID Museum's mission, impact, and program offerings. The incumbent will lead efforts to make KID Museum's work accessible, engaging, and relevant to a wide range of audiences, including educators, funders, families, researchers, policymakers, and other thought leaders. The work will focus on communication and engagement, positioning KID Museum as a national leader advancing equity and innovation through maker learning.

The successful candidate will have a Bachelor's degree plus 3 years of communications experience; an interest in K-12 education; and a commitment to access, equity, and inclusion. Prior experience adapting messaging and writing for a variety of audiences is required. Experience managing social media accounts is needed. Fluency in Spanish and/or other languages is a plus.

Essential Job Functions

- Work closely with the Senior Director of Communications (SDC) to implement a strategic communications plan that elevates the regional and national profile of KID Museum as a

transformational leader in education innovation; articulate the impact KID Museum programs have on students, families, and educators; and amplify KID Museum's "Mind of a Maker" framework and its equity-driven approach to maker learning.

- Broadly disseminate KID Museum's messages through media coverage, storytelling, content partnerships, and events.
- Help drive participation in KID Museum programs, events, and offerings.
- Partner with the Senior Director to develop and then manage the annual communications plan and editorial calendar.
- Distribute public-facing communications, including email, press releases, media advisories, newsletters, and relevant social media postings in collaboration with the marketing team.
- Pitch and execute press and media opportunities for family programs, festivals, community conversations, and partnerships.
- In partnership with the SDC, expand KID Museum's reach by establishing partnerships with key communications channels, including news outlets, bloggers, influencers, and others.
- Serve as a point of contact for press inquiries, create and maintain press lists, and cultivate relationships with media contacts.
- Plan and execute public-facing communications events.
- Craft, edit and distribute internal communications to help keep KID Museum staff informed and engaged.
- Cultivate relationships with key bloggers and community partners and collaborate with the Marketing Team to place KID Museum events and activities on community calendars.
- Successfully complete other duties as assigned.

Minimum Qualifications

- Strong written and verbal communications skills.
- Able to write in a clear, jargon-free style.
- Possess strong pitching ability.
- Excellent time management, organizational, and follow-up skills.
- Adaptable, flexible, patient, and able to work with little outside direction.
- Able to work in a fast-paced environment, prioritize and meet deadlines.
- Available to attend occasional evening and weekend events and programs.
- 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.