



KID Museum Senior Director 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

KID Museum is seeking a **Senior Director of Communications** who will be responsible for overseeing all facets of the organization's brand, storytelling, and communications efforts. Reporting to the Founder & Executive Director, the Senior Director of Communications will manage and integrate communications initiatives across the organization, positioning KID Museum as a regional resource and a national leader in maker learning and education innovation. In their role, the incumbent will work in close collaboration with the Executive Director and members of the Senior Leadership Team

The incumbent will focus on communication and engagement, building the narrative and positioning KID Museum as a national leader advancing equity and innovation through maker learning. They will also be responsible for developing a robust strategy that targets a wide range of audiences, including educators, funders, families, researchers, policymakers, and other thought leaders. This position will be responsible for managing a team of communication professionals and external consultants.

The successful candidate will have a Bachelor's degree in Communications, or related field and a minimum of 8 years of experience, including 4+ years in a leadership role in communications for a nonprofit organization, an educational institution, or social impact organization. The position requires demonstrated expertise leading a team to develop, execute and measure an effective communications strategy that advances brand visibility and supports audience/partner engagement across multiple platforms and events. The ability to take knowledge and transform it into exciting and succinct messages, and disseminate it to our priority audiences through the best distribution channels is critical. Fluency in Spanish and/or other languages is a plus.

Essential Job Functions

- Lead and implement a strategic communications plan that elevates the regional and national profile of KID Museum as a transformational leader in education innovation; articulates the impact KID Museum programs have on students, families, and educators; and amplifies KID Museum's "Mind of a Maker" framework and its equity-driven approach to maker learning.
- Develop, implement, and evaluate the annual communications plan across the organization's audiences in collaboration with senior leadership and our Board.
- Create a brand/public relations strategy that will allow KID Museum's executive and board leadership to cultivate and enhance meaningful relationships with targeted, high level external audiences, including the media, public officials and key influencers.
- Partner with KID Museum's Marketing and Programs teams to develop online content that engages audience segments and leads to measurable action.
- Lead efforts to develop and implement KID Museum's story to support the organization's positioning and reflect the breadth of our work and vision for impact.
- Put communications vehicles in place to create momentum, build awareness, and test the effectiveness of communications activities.
- Work with the Board of Directors and key Board Committees to support fundraising communications, advocacy initiatives, and strategic positioning that advances the organization.
- Serve as the primary point of contact for press inquiries, create and maintain press lists, and cultivate relationships with media contacts.
- Secure regional and national media coverage of KID Museum programs and events.
- Manage relationships with any communications or media related vendors or consultants.
- Track and measure the level of engagement within the community over time.
- Successfully complete other duties as assigned.

Minimum Qualifications

- Demonstrated success working with a Senior Leadership Team and Board of Directors to develop high-level communication strategies that position the organization and move it forward.
- Expertise in building partnerships and developing plans to advance the work of an educational organization with focus on social impact, equity and inclusion.
- Highly collaborative style; experience developing and implementing communications strategies.
- Excellent writing/editing and verbal/written communication skills.

- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.
- Able to communicate and influence cross-functionally with the Senior Leadership Team, KID Staff, and internal and external audiences.
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
- Demonstrated commitment to working collaboratively with staff, board members, volunteers, donors, program participants, partners and other supporters.
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives.
- 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.
- 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.