



KID Museum Senior Director of Marketing

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 creative problem-solving and STEM skills to invent the future. 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 and support diversifying the future talent pipeline.

Our vision is to become the standard of excellence for inclusive, impactful maker learning nationally and support widespread adoption of this innovative educational model. 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 measurable student outcomes. We leverage the learnings from this innovation lab to create resources, training, and technical support to expand access to high-impact maker learning nationally. For more information, please visit www.kid-museum.org.

Position Overview

KID Museum is seeking a **Senior Director of Marketing** who will be responsible for developing the integrated marketing strategy and overseeing marketing execution for the organization. Reporting to the Chief Operating Officer, the Senior Director of Marketing will lead the efforts to position KID Museum as a regional resource and a national leader in maker learning and education innovation working closely with members of the Senior Leadership Team and the Senior Director of Communications.

The incumbent will manage all aspects related to the production and implementation of campaigns and will be responsible for strategizing, analyzing and leading their team while ensuring smooth execution. This position will be responsible for managing a team of marketing professionals and external consultants.

The successful candidate will have a Bachelor's degree in Marketing or related field and/or a minimum of 8 years of experience, including 4+ years in a leadership role in marketing for a nonprofit organization, an educational institution, or social impact organization. Advanced degree preferred. Prior experience in a social impact, educational or cultural marketing-related role with demonstrated success leading integrated marketing programs.

The position requires demonstrated expertise leading a team to develop, execute and measure an effective marketing strategy that advances brand visibility and supports audience/partner engagement across multiple platforms and events. The incumbent will be an experienced professional with a passion for the job, able to employ unique marketing techniques. Must be a skilled marketing strategist, able to drive creativity and enthusiasm in others and amplify our social impact strategy and commitment to diversity, equity and belonging. Fluency in Spanish and/or other languages is a plus.

Essential Job Functions

- Lead the organization's strategic marketing efforts to enhance KID Museum's brand identity and visibility, and broaden awareness of its programs and priorities among key stakeholders, including family audiences, partners, funders, and school and community partners.
- Ensure our marketing efforts elevate 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.
- Drive KID Museum's strategy on cultural marketing that supports the organization's commitment to diversity and inclusion.
- Interpret, express, and package the organization's brand across a variety of media including digital, print, social, video, and photography.
- Oversee the day-to-day activities of the marketing function including budgeting, planning, and staff development.
- Manage outside vendors, agencies, consultants, freelancers and other supplier relationships, including contract negotiation and performance management.
- Analyze target market information to identify and recommend effective marketing approaches.
- Oversee content and collateral production to ensure messaging consistency.
- Successfully complete other duties as assigned.

Minimum Qualifications

- Expertise in leading cause marketing campaigns and initiatives with charitable or non-profit partners; diversity or community engagement is a preferred focus area.
- Deep understanding of cultural landscape and highly in tune with current events and trends.

- 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.
- Successful track record working with a broad marketing mix of integrated approaches (social, public relations, digital, etc.).
- Outstanding interpersonal skills, including team and relationship building.
- 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.
- Strong organizational, analytical and problem-solving 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.