



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. Responsibilities include, but are not limited to leading 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; and driving KID Museum's strategy on cultural marketing that supports the organization's commitment to diversity and inclusion.

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, or equivalent work experience, with 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 a plus. 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.

The candidate must be able to perform the role 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.