



POSITION: Director of Strategic Communications, Branding & Marketing

EXEMPT STATUS: Exempt

REPORTS TO: Chief Executive Officer

ABOUT THE CHILDREN'S MUSEUM OF MANHATTAN:

The Children's Museum of Manhattan (CMOM) is a steward of early childhood, helping all children grow and develop into their best selves. Through our programs on-site, online, and around the five boroughs, CMOM nurtures the next generation of creative global citizens as they learn through exploration and play. CMOM encourages empathy across differences by elevating and providing insight into diverse perspectives and inviting visitors of all backgrounds to join our intentionally welcoming community and create and learn alongside each other. The museum's program reflects the rich cultural diversity, energy, and resilience of New York City itself and has a special focus on ensuring that its program is available to those families who might not otherwise have access. Founded in 1973 as a neighborhood organization, CMOM has grown over the years into a beloved destination and resource for children, families, and educators from across the five boroughs and from around the world. Leading academic and research organizations seek out CMOM to translate the latest findings on child development into exhibits, programming, and resources that captivate, educate, and delight children and adults of all backgrounds. The museum welcomes 350,000 visitors each year to its Upper West Side location and engages hundreds of thousands more through its outreach programs in partnership with schools, libraries, shelters, the Department of Corrections and Head Start centers throughout New York City and has a special focus on ensuring that its program is available to those families who might not otherwise have access.

Over the past 50 years, the Children's Museum of Manhattan (CMOM) has evolved from a grassroots collective offering much needed arts education into a beloved cultural institution that enriches the lives of children and families across New York City. Today, CMOM adds imagination to scientific research to create innovative experiences and exhibitions uniquely infused with NYC ingenuity. It uses the interplay of arts, sciences, and humanities to inspire children and their caregivers to new depths of understanding and heights of creativity.

CMOM is growing. For years, it has generated exciting new ideas for innovative exhibits, dynamic cultural programming, and inclusive ways to enrich childhood and serve its community. It will be bringing these ideas into an incredible new home at 361 Central Park West. This beautiful landmark building overlooking Central Park will be transformed into a beacon of joy and creativity for all children and families in NYC and beyond. The new CMOM will be a best-in-class 1st arts experience for NYC's children and be a gamechanger for children in NYC and those who visit us from all around the world for generations and generations to come!

OPPORTUNITY FOR IMPACT



CMOM is at an incredibly exciting moment in the life of our organization. As we build our brand to match our impact now and into the future, we are creating a critically important new role for a skilled leader who can:

- Revitalize our brand for the next generation and expand our reach throughout NYC and beyond.
- Be an effective evangelist for CMOM, waking up every day thinking about CMOM's messaging, harnessing the unique role CMOM serves in the lives of all of our city's children and the grown-ups who love them.
- Sharpen CMOM's narrative and drive the voice of CMOM.
- Ensure that everything we say, do, print, and post line up our intuitional brand. This discipline will ensure that not only our messaging but also our work, our staff, our board and our resources are aligned in service of a strong unified vision, set of goals/ priorities and organizational identity.
- Move the image/ feel/language/ reputation of CMOM from a beloved neighborhood gem to a dynamic leader in the space of early learning and a brand aligned with energy and excellence, in service of all of NYC's children and those who visit us from all around the world.
- Hold a pulse beat on society and on our city and help CMOM to stay ahead of the curve as it relates to the mission/ vision/ values/ priorities of our work.

RESPONSIBILITIES

- Set CMOM's high level communication strategy for the current and new museum, including marketing, pr, branding and strategic communication goals.
- Set development and execution of CMOM's brand identity towards ambitions for our new museum.
- Owning our relationship and deliverables through key consultants including but not limited to pr, web development, brand development and museum signage.
- Oversee development of new CMOM website.
- Set, implement and evaluate social media strategy.
- Maintain oversight of all external marketing/ comms channels including but not limited to website, social media, and email.
- Work closely across program, development/ campaigns and operations to support the marketing/ comms/ pr ambitions/ needs of CMOM now and moving forward.

QUALIFICATIONS

The spirit of CMOM is collaborative, creative, and entrepreneurial. The ideal candidate will have a hands-on, results driven leadership style; a record of success at frontline fundraising, partnership development, and stakeholder engagement; a keen sense of how to maximize revenue opportunities for a growing organization; and the ability to rally others to take the initiative to lead in their areas of expertise.

- Bachelor's degree



- 10 years + of related experience working at or on behalf of nonprofit organizations (brand, marketing, communications).
- 3 years + of management experience.
- Ability to direct and motivate staff to effectively meet goals and deadlines.
- Ability to work effectively with a streamlined staff and resources.
- Excellent interpersonal, verbal, and written communication skills.
- Exceptional capacity for detail.
- Superior organizational skills.
- Ability to uphold CMOM's mission and goals.
- Occasional weekend and evening hours.
- Proficiency in Microsoft Word, Outlook, Excel, Power Point, best practices in social media and website development/ management.

COMPENSATION \$125-160K annually. Comprehensive benefits package.

HOW TO APPLY Please email cover letter and resume to HR@cmom.org with "Director of Strategic Communications, Marketing and Branding" in the subject line.

The Children's Museum of Manhattan is an Equal Opportunity Employer. Background checks will be completed on all employees.