



Job Title: Marketing and Outreach Specialist

Reports To: Meta Shaw Coleman Children's Imagination Station Director

Duties and Responsibilities

The Marketing and Outreach Specialist leads the creative promotion and community engagement strategy for the Children's Imagination Station. This role is responsible for increasing awareness, attendance, memberships, and partnerships by executing innovative marketing initiatives that reflect the organization's mission of interactive learning, creativity, and family-centered exploration.

Under the direction of the Director, the Marketing and Outreach Specialist develops and delivers external communications that effectively position the Imagination Station as a regional destination for educational play, STEAM discovery, and community connection.

Specific responsibilities include, but are not limited to, the following:

- Responsible for planning and executing marketing and outreach strategies that attract families, children, educators, and community stakeholders.
- Manages digital marketing platforms including social media, email campaigns, website content, and online advertising to ensure consistent and engaging communication.
- Creates compelling storytelling content that is parent-friendly, age-appropriate, and aligned with the organization's educational and experiential goals.
- Develops promotional campaigns and special event marketing that drive attendance, membership growth, and community excitement.
- Analyzes marketing data and audience metrics to evaluate campaign effectiveness and refine strategies accordingly.
- Collaborates closely with education, programming, and operations teams to ensure messaging aligns with on-site and off-site experiences.
- Builds and maintains partnerships with schools, childcare centers, libraries, nonprofits, and local businesses to expand outreach and long-term engagement.
- Coordinates off-site outreach programs and traveling experiences, including scheduling, logistics, staffing, and materials.
- Serves as the primary liaison to educators and community leaders, ensuring outreach programs support developmental and learning objectives.
- Assists with fundraising and development initiatives, including annual giving strategies, corporate sponsorship support, grant opportunities, and special campaigns.
- Aids in coordinating fundraising and community events such as family nights, benefit events, and seasonal appeals.

Qualifications

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field required; Master's degree a plus.
- Minimum of 1–3 years of experience in marketing, brand promotion, or audience engagement, preferably in a family-focused, educational, or experiential environment.

- Strong understanding of marketing to children, families, and educators with the ability to balance creativity and educational value.
- Proven experience managing digital communication channels and promotional tools.
- Excellent copywriting, storytelling, and interpersonal communication skills.
- Creative, collaborative mindset with the ability to problem-solve and experiment with innovative outreach approaches.
- Familiarity with community partnerships, sponsorship development, and relationship-building strategies.
- Must satisfactorily complete a background check.