



## ARE YOU OUR NEXT MARKETING DIRECTOR?

We're looking for a highly organized, dynamic generalist marketing leader with narrative, graphic, and execution chops to join our team! This role serves as a strategic thought partner to senior leadership while also owning hands-on execution across channels. If you thrive at the intersection of strategy and doing, enjoy translating big-picture goals into clear, compelling campaigns, and like collaborating across departments to bring ideas to life, this role may be for you.

### WHAT IT LOOKS LIKE

#### **Marketing Strategy, Planning & Research – approximately 40% of time**

You'll develop and own annual and quarterly marketing strategies aligned with organizational goals, revenue targets, and audience priorities. This includes translating organizational objectives into clear marketing plans and recommendations, proactively surfacing insights, opportunities, and risks to senior leadership.

You'll conduct and apply market research, audience analysis, and performance insights to inform positioning, messaging, channel strategy, and campaign decisions—ensuring marketing efforts are data-informed and visitor-centered. You'll collaborate across departments to align marketing timelines and priorities with organizational initiatives.

#### **Campaign Development, Brand & Content – approximately 40% of time**

You'll lead the development and execution of integrated marketing campaigns across digital, print, and on-site channels. This includes shaping campaign concepts, messaging, visuals, and timelines; overseeing content creation; and ensuring brand consistency across all touchpoints.

You'll write and edit compelling narrative content, guide graphic assets (hands-on or via contractors), manage the website and email marketing, and support advertising and promotional efforts within approved budgets. You'll ensure messaging is mission-aligned, accessible, and tailored to priority audiences.

#### **Analytics, Coordination & Cross-Department Collaboration – approximately 20% of time**

You'll track and report on marketing performance, using metrics to evaluate effectiveness and refine strategies over time. You'll manage marketing workflows, coordinate with internal teams and external partners, and ensure projects stay on track.

This role works across departments to support programs, fundraising, events, and visitor engagement—ensuring marketing efforts are cohesive, timely, and aligned across the organization.

### WE'RE LOOKING FOR SOMEONE WHO

- Has experience leading marketing strategy while also executing day-to-day marketing work.
- Is a strong writer and storyteller with a good design eye and comfort working with visual assets.



- Understands how to use market research, audience insights, and data to inform decisions.
- Is highly organized, proactive, and comfortable juggling multiple priorities.
- Enjoys collaborating across departments and serving as a thought partner with leadership.
- Is adaptable, curious, and comfortable learning new tools and systems.

### **EDUCATION AND EXPERIENCE**

A bachelor's degree in marketing, communications, graphic design, or a related field is preferred. Relevant professional experience can substitute for formal education; candidates with five or more years of demonstrated marketing leadership and execution experience qualify regardless of degree field.

### **OUR TEAM & VALUES**

We love what we do—and we passionately pursue the mission with strategy, purpose, and a deep commitment to living our core values to support the team, visitors, and community. We bring joy to science by approaching our work with curiosity, collaboration, and a spirit of deliberate experimentation. We're committed to building spaces where everyone feels a sense of belonging—from our team to the people we serve.

Our team works together in a dynamic, supportive environment built on well-laid systems. Specialties aren't siloed—they are collaborative, cross-functional, and strategically aligned to ensure we deliver the best possible experiences for our visitors and our team.

### **MORE DETAILS YOU'LL WANT TO KNOW**

This position reports to the COO, is on the leadership team, and works closely with department leads. Other duties may be assigned as necessary but will remain within the reasonable scope of Marketing Director responsibilities. The salary for this position is \$62,000, DOE. A valid driver's license is required. Benefits include health, vision, dental, Aflac, pet, and/or life insurance, a health savings account, employer matched IRA, and PTO.

### **READY TO JOIN THE TEAM?**

To apply, email your resume and cover letter to [gscience@gscience.org](mailto:gscience@gscience.org) with the subject line "Marketing Director Application."

We welcome applicants from all backgrounds and identities. We do not discriminate based on race, religion, color, national origin, gender (including pregnancy, childbirth, or related medical conditions), sexual orientation, gender identity or expression, age, disability, veteran status, or other differences. Need accommodation during the application process? Email us at [gscience@gscience.org](mailto:gscience@gscience.org) with the subject line "Job Application Accommodations."

**Priority is given to applications received before February 6th.**