



Job Description: Marketing Coordinator

Title - Marketing Coordinator

Job status: Full time

Compensation - \$60,000-\$70,000

Reports to: Director of Operations

Closes - Aug 15, 2025

kidSTREAM Children's Museum, 3100 E. Ponderosa Drive, Camarillo, CA 93010

Summary

kidSTREAM, an emerging children's museum, is seeking a creative, data-driven, and enthusiastic **Marketing Coordinator** to help bring our mission of learning through play to life. This is a unique opportunity to build community awareness, grow audience engagement, and lead integrated marketing strategies during an exciting pre-opening and launch phase. The Marketing Coordinator will oversee brand development, content creation, digital campaigns, and community marketing outreach to increase visibility and drive participation in key campaigns like walk-up admission sales, memberships, fundraising, and events.

Working closely with the Director of Operations and cross-departmental staff, this position will shape the voice and reach of kidSTREAM across Ventura County and beyond. The ideal candidate is a mission-driven storyteller with experience in digital marketing, public relations, and nonprofit communications.

Responsibilities

Marketing Strategy & Campaigns (30%)

- Develop and implement a comprehensive marketing and communications strategy aligned with kidSTREAM's mission and growth goals.
- Plan and manage campaigns for key initiatives, including the Brick & Legacy Campaign, membership drives, and museum admission and programs.
- Work closely with Development and Guest Experience teams to support fundraising, events, and community outreach.

Digital Content & Social Media (30%)

- Manage and grow kidSTREAM's digital presence across platforms (Instagram, Facebook, LinkedIn, etc.).
- Create and schedule engaging, mission-aligned content using tools like Canva.

- Maintain and update the kidSTREAM website (Wix), ensuring content is fresh, accurate, and SEO-optimized.

Public Relations & Brand Management (20%)

- Develop press releases, media kits, outreach and museum collateral materials to increase visibility and secure coverage.
- Build relationships with local press, influencers, bloggers, and community partners.
- Ensure brand consistency across all public-facing materials and platforms.

Analytics & Reporting (20%)

- Track, analyze, and report on the performance of marketing campaigns and digital engagement.
- Use insights to refine strategies and maximize impact and ROI.
- Maintain and grow email marketing lists and engagement metrics.

Qualifications

- Bachelor's degree in Marketing, Communications, Public Relations, or a related field.
- Minimum of 3 years of professional experience in marketing, preferably in a nonprofit, museum, or family-focused organization.
- Proficiency with Canva, Wix, Meta Ads Manager, and email marketing platforms.
- Strong writing, editing, and visual storytelling skills.
- Experience with SEO, Google Analytics, and social media advertising.
- Highly organized, detail-oriented, and deadline-driven.
- Ability to work occasional evenings/weekends for events or campaigns.
- Valid driver's license and ability to pass a background check required.

Preferred Skills

- Experience launching or marketing a new nonprofit initiative, event, or space.
- Familiarity with Ventura County media and community networks.

- Knowledge of marketing for fundraising, donor engagement, or earned income strategies.
- Comfort with light photography, video editing, and design.

Our Culture & Benefits

At kidSTREAM, we believe in the power of play to transform lives. Our museum is a joyful space where curiosity is celebrated, diversity is welcomed, and families are invited to grow together.

We offer:

- Medical, dental, vision, and life insurance
- Paid vacation, sick time, and holidays
- Discounts on museum programs and events
- A collaborative, fun, mission-driven work environment

How to Apply

Please email your cover letter, resume, and 1–2 samples of marketing work to **Shahrzad Ehya**, Director of Operations, at **shahrzad.ehya@kidstream.org**. No phone calls, please.

Equal Opportunity

kidSTREAM is proud to be an Equal Opportunity Employer. We are committed to creating an inclusive and welcoming environment for all employees and applicants. Candidates from diverse backgrounds are encouraged to apply.