



Marketing Manager

Reports to: Executive Director

Employment Status: Part-Time

Compensation: \$25-\$29 per hour, depending on experience

POSITION SUMMARY

The *Marketing Manager* is responsible for developing and executing marketing strategies that elevate the Southern California Children's Museum's brand presence, engage families with young children, and strengthen community connections throughout Pasadena and Southern California. This role combines strategic planning with hands-on content creation to effectively communicate our mission of cultivating wonder and curiosity through play-based learning. This is a collaborative position, working closely with the Executive Director and Museum Manager to coordinate and execute the museum mission, vision, and initiatives.

ABOUT US

Southern California Children's Museum is a 501(c)(3) nonprofit organization that engages families and children ages 0-6 in play! We believe play is critical to children's growth and learning, and work to create and facilitate a collection of interactive, hands-on exhibits and experiences designed to engage the whole child, support developmentally appropriate learning, and invite all families to play together.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Your job responsibilities will include, but are not limited to:

- **Manage social media presence and engagement.** Create, schedule, and post organic content regularly across Instagram, Facebook and other key social media channels. Monitor engagement, respond to comments and messages, and grow our online community. Track analytics to understand what resonates with our audience and adjust strategy accordingly.
- **Develop and maintain brand voice and visual identity.** Ensure all communications reflect SCCM's mission and values while maintaining consistent, recognizable branding across all platforms and materials. Create templates and guidelines to support cohesive messaging.
- **Create compelling visual content.** Photograph museum experiences, events, and exhibits to build a library of media assets for marketing use. Edit and organize digital assets. Coordinate with contractors for specialized photography and videography needs when appropriate.
- **Design and distribute bi-weekly newsletters.** Compose engaging email content using Mailchimp that keeps families informed about upcoming events, programs, exhibits, and museum news.
- **Build and implement a comprehensive marketing strategy.** Develop annual and quarterly marketing plans that align with organizational goals. Identify target audiences, set measurable objectives, and recommend budget allocation for largely grassroots marketing initiatives.
- **Maintain website content and accuracy.** Update WordPress site regularly with current information about hours, closures, upcoming events, programs, and exhibits. Ensure the website remains user-friendly and accessible for families.
- **Lead community outreach and partnership development.** Cultivate relationships with early childhood organizations, family service providers, schools, libraries, and community groups throughout Pasadena

and Southern California. Represent SCCM at community events and networking opportunities to increase organizational visibility.

- **Manage organizational communications.** Coordinate timely communication of hours, closures, policy changes, and important updates across all business platforms including social media, website, email, Google Business Profile, and signage.
- **Create promotional materials.** Design flyers, posters, digital graphics, and other marketing collateral using Canva to promote events, programs, and general admission.
- **Collaborate with leadership and staff.** Work closely with the Executive Director and Museum Manager to align marketing efforts with programmatic goals, gather content ideas, and ensure accurate communication of museum offerings and values.
- **Other duties as assigned.**

QUALIFICATIONS

Required:

- Strong writing and visual communication skills with attention to detail
- Proficiency with social media platforms (Instagram, Facebook)
- Experience with Canva, Mailchimp, and WordPress (or similar tools)
- Basic photography and photo editing skills (smartphone acceptable)
- Ability to work independently and manage multiple projects simultaneously
- Passion for early childhood education and family engagement
- Reliable transportation and ability to attend occasional evening or weekend events
- Must be able to pass a background check

Preferred:

- 1-3 years of marketing, communications, or social media management experience
- Experience with nonprofits, museums, or family-serving organizations
- Knowledge of email marketing best practices and analytics
- Familiarity with Pasadena and Southern California communities
- Graphic design skills beyond basic Canva templates
- Experience developing marketing strategies and plans
- Bilingual skills

JOB DETAILS

Job Type: Part-time

Classification: Non-Exempt

Reports to: Executive Director

Schedule: Flexible schedule. Up to 24 hours/week with weekend and evening work as needed. Work is hybrid, though we ask this role to be onsite at least 2/3 of the time so they are familiar with the team and engaged with the museum experience.

Pay: \$25-\$29 / hour DOE

This job description is intended to provide a general overview of the position and does not encompass all tasks that may be assigned. We are an Equal Opportunity Employer and do not discriminate based on race, color, religion, sex, national origin, age, disability, or veteran status. Reasonable accommodations will be made to

enable qualified individuals with disabilities to perform the essential functions of the job.

BENEFITS

- **Paid Time-Off.** Based on your start date, you will accrue five (5) personal leave days per year. Personal leave is referred to as paid time-off (PTO) and includes time used as sick leave. Unused PTO can be accrued up to five (5) days per year. All hours above and beyond those five (5) days will be forfeited each year and will not be carried over to future years. PTO may not be used in the event you give notice of intent to terminate your employment.
- **Optional Retirement Savings Account via CalSavers:** you have the option to contribute a portion of each paycheck to an Individual Retirement Account (IRA)
- **Holidays.** As a children's museum, the nature of our business requires SCCM to be open 7 days a week on a year-round basis. Should you be scheduled to work on one of the holidays below, you will be paid double-time.
 - New Year's Day – January 1
 - Memorial Day – May 31, observed on the last Monday in May
 - Independence Day – July 4
 - Labor Day – first Monday in September
 - Thanksgiving – fourth Thursday in November
 - Christmas – December 25