



Overview

Position: Director of Marketing and Communications

Pay Status: Salaried, Full-Time, Exempt

Team: Senior Staff

Supervisor: President

Supervises: Three full-time staff: Social Media Manager, Art Director, Communications Coordinator, and partners with a PR consultant and Marketing Advertisement Sales representative.

Works closely with: All staff, but most closely with Director of Development, VP for Program and Visitor Experience, Director of Visitor and Support Services, Director of Exhibits, and Senior Database Services Manager.

Salary: \$95,000–\$105,000, commensurate with experience, and offered alongside a competitive benefits package, which includes health, dental, and vision insurance; flexible spending; employee discount programs; a flexible schedule; paid time off; and professional development assistance.

Schedule: This role is on-site at LICM - having presence and connection to all staff and programming is essential. There is flexibility to work from home one day a week as projects allow. Additionally, there are evening/weekend commitments throughout the year – both for LICM's Programs and also networking events in the community.

Desired start date: On or around November 1, 2025

About Long Island Children's Museum

Long Island Children's Museum (LICM) is a 501(c)(3) not-for-profit organization that opened its doors in 1993 in a small pilot location, moving into its permanent home on Museum Row in 2002. In 2022, LICM expanded its footprint by taking over operations of the historic Nunley's Carousel, on behalf of Nassau County. LICM is committed to the serious work of play, Our mission: Connecting all our communities' children, and those who care for them, to one another and to a life of wonder, imagination, and exploration. Recognized with several honors, including the National Medal from the Institute of Museum and Library Services (IMLS), LICM is accredited by the American Alliance of Museums (AAM), the gold standard of museum excellence. It is currently the only accredited children's museum in New York State and is one of only 16 accredited children's museums nationwide. LICM has a budget of \$6M, 39 full-time staff, and 90+ part-time staff. For more information on the Long Island Children's Museum, please visit our [website](#).

About the Opportunity

The next Director of Marketing and Communications (DMC) will be bringing their skills, drive, and creativity to LICM at a vital and exciting time. Current President, Erika Floreska, is two years into her tenure and in 2024, the organization launched a new vision to meet the emerging and evolving needs of children and families, of the museum, and of our time. This vision **centers the well-being of children and families through the power of play**. LICM will:

- Focus on the **well-being of children and families** by offering opportunities for learning, connection, and growth through play that supports social-emotional, physical, and mental health.
- Continue to **strengthen our communities** by serving as a vibrant Town Square where children and families come together to play, bridging differences.
- Increasingly **partner with organizations** possessing expertise beyond our own

Additionally, on October 11, 2025, Saltwater Stories: We Need the Sea & the Sea Needs Me will open. This 1,900-square-foot exhibit celebrating Long Island's rich maritime history and culture is the first new permanent exhibit in a decade. The LICM community is energized by both the new vision and exhibit and is looking to the next DMC to integrate both into the organization's institutional advancement strategies and systems—building visibility, growing visitation, attracting donors and partners, but most of all, driving the museum's response to the many challenges children and families are facing during these times. LICM is not alone in navigating a changing funding and revenue landscape and the DCM will play a key role in adapting and strengthening the organization's business model over the next one to three years.

The DMC will be the creative force behind how LICM tells its story. They will set the vision for all marketing, communications, and public relations strategies, crafting integrated campaigns that amplify the museum's mission and drive engagement across digital, print, and media platforms. As the guardian of LICM's brand, the DMC will ensure a vibrant and consistent voice that resonates with diverse audiences, from families and visitors to donors and community partners. Collaborating with a dynamic President and senior staff, and leading a talented team of marketing and communication professionals, the DMC will combine creativity with data-driven insights to grow visibility, expand reach locally and nationally, and make a measurable impact on the museum's sustainability and success - and to inspire thousands of children and families through the power of play.

Primary Responsibilities

Organizational Leadership

- Serve as a member of the senior leadership team to:
 - Collaboratively advance LICM's mission and vision
 - Champion and embody the Museum's core values in all areas of work
 - Sustain and strengthen the Museum's financial health
 - Co-develop and implement strategies to ensure an inclusive, high-quality visitor experience that responds to evolving community needs
- Act as Marketing and Communications liaison to the Board, and lead the Community Engagement Committee.

Strategic Marketing & Communications Leadership

- Develop and implement an integrated, data-driven marketing and communications strategy aligned with LICM's mission, visitor development, and revenue goals.
- Lead cross-departmental marketing initiatives promoting exhibits, programs, events, membership, Long Island Children's Theater, rentals, outreach, the Carousel, and community engagement.
- Create seasonal and annual marketing plans with clear KPIs and analyze performance.
- Partner with the Director of Development and President to craft messaging that powerfully communicates LICM's mission and vision, increasing philanthropic support.

Brand and Communications Oversight

- Oversee all external communications, ensuring brand consistency and compelling storytelling across all platforms.
- Serve as the Museum's brand steward—reinforcing a unified voice and visual identity.
- Act as a spokesperson and advocate for the Museum and its mission.

Team and Vendor Management

- Supervise and mentor the marketing and communications team.
- Manage external vendors and agencies for alignment and quality delivery.
- Foster a collaborative, innovative team environment.

Digital Strategy and Content Development

- Oversee website content and optimization, SEO/SEM efforts, email marketing, and social media presence to build engagement.
- Lead development of digital campaigns and user engagement strategies.
- Use digital analytics to inform decisions and optimize performance.

Public Relations and Media Outreach

- Develop and execute a proactive media relations strategy.
- Cultivate relationships with media outlets, journalists, influencers, and community stakeholders to increase press coverage and visibility.
- Prepare press releases, media kits, and crisis communications as needed.

Visitor Development and Engagement

- Work with the VP of Program and Visitor experience to promote and increase access to programs, exhibits, performances, and events.
- Design and implement visitor segmentation and engagement strategies.
- Lead initiatives to attract new visitors and retain existing ones through targeted communications.
- Promote a positive, accessible experience across marketing touchpoints.

Budget and Administrative Oversight

- Develop and manage the department's budget with a focus on ROI and efficiency.
- Oversee departmental planning, performance tracking, and reporting to leadership.
- Participate in leadership team strategy meetings and support board communications.

Qualifications and Qualities

Education and Prior Experience

- Bachelor's degree in Marketing, Communications, or a related field; Master's degree preferred.

- Minimum of 7-10 years in progressive marketing/communications leadership roles in a non-profit setting, ideally in a cultural or educational institution or museum.
- Proven success in leading integrated marketing efforts to drive revenue and/or customer acquisition is required
- Demonstrated experience partnering with a development team to align marketing efforts with fundraising strategies and create compelling donor communications and collateral is required.
- Prior experience leading an organization through a rebranding and website redesign is preferred.
- Familiarity with Long Island demographics, especially families, schools, and the business community is preferred.

Skills, Competencies, and Qualities

- Strong leadership and team-building skills with experience supervising both staff and contractors.
- Exceptional written, verbal, and visual communication skills.
- Proficiency in digital marketing platforms, analytics tools, CRM systems, and project management tools.
- Strong organizational and project management skills and the ability to manage multiple deadlines.
- Data analysis and evaluation skills including the ability to collect, interpret, and apply data to drive decision making and shape strategy.
- Media Relations expertise with a proven track record of cultivating and sustaining relationships with a range of media outlets.
- Brings expertise in leveraging emerging technologies and platforms to modernize and streamline marketing efforts.
- A personal alignment with LICM's mission of connecting all communities' children to a life of wonder, imagination, and exploration.
- A commitment to LICM's [Core Values](#) and the ability and desire to integrate that commitment into marketing and visitor engagement.
- Strategic, creative, flexible, innovative, collaborative, positive, results oriented.

To apply: Please send a resume and cover letter to DMCSearch@licm.org by September 2, 2025. Review of applications will begin immediately so early applications are encouraged. All applications will be personally acknowledged and reviewed. The cover letter should be responsive to the mission and values of LICM and to the responsibilities and qualifications laid out in the position profile.