



EXPLORATION
PLACE

DIRECTOR OF MARKETING

Innovation. Impact. Growth.
Apply now!

Exploration Place is seeking a creative, skilled marketing professional to help power our next era.

As Director of Marketing, you'll work closely with the Vice President of Marketing to execute strategic campaigns that support a \$27 million expansion, statewide programs and a growing audience.

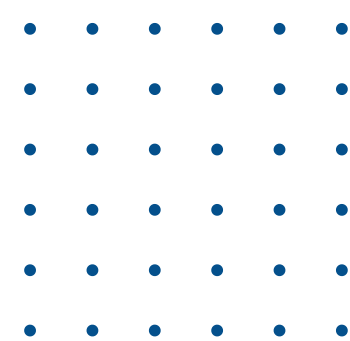
From digital ads to email, social media and storytelling, you'll take ownership of high-impact projects that shape how thousands engage with science, play and discovery.



JOIN AN AWARD WINNING TEAM

- Digital Ad Management ●
- Email Marketing & Integration ●
- Website Management ●
- Content Creation ●
- Analytics & Reporting ●
- ... and more! ●

Full Time, Exempt
Benefits, Paid Time Off
In-Office Role



SUBMIT YOUR RESUME AND COVER LETTER

erin.manning@exploration.org



THE NEXT CHAPTER OF EXPLORATION PLACE

What story will *you* tell?

Exploration Place is more than a science center - it's a catalyst for curiosity, creativity and community transformation. Located on the Arkansas River in the heart of Wichita, Kansas, we are a dynamic nonprofit organization preparing to launch the most ambitious expansion in our history.

We're building something extraordinary - physically, digitally and culturally - and we're looking for the right marketing professional to help tell that story. If you're energized by meaningful work, high-impact collaboration and bold creative challenges, you'll feel right at home here.



OUR MISSION

We inspire a deeper interest in science and technology through creative and fun experiences for people of all ages.

Our work isn't just about exhibits - it's about wonder. We make science accessible, immersive and engaging for families, students, educators and lifelong learners.



WHAT WE'RE BUILDING

Over the next two years, Exploration Place will complete a \$27 million expansion that redefines how our community experiences science, play and innovation.

DESTINATION PLAYSCAPE

A six-acre outdoor science and nature experience that blends world-class playground design with interactive STEM learning. This will be a signature regional destination unlike anything else in the Midwest.

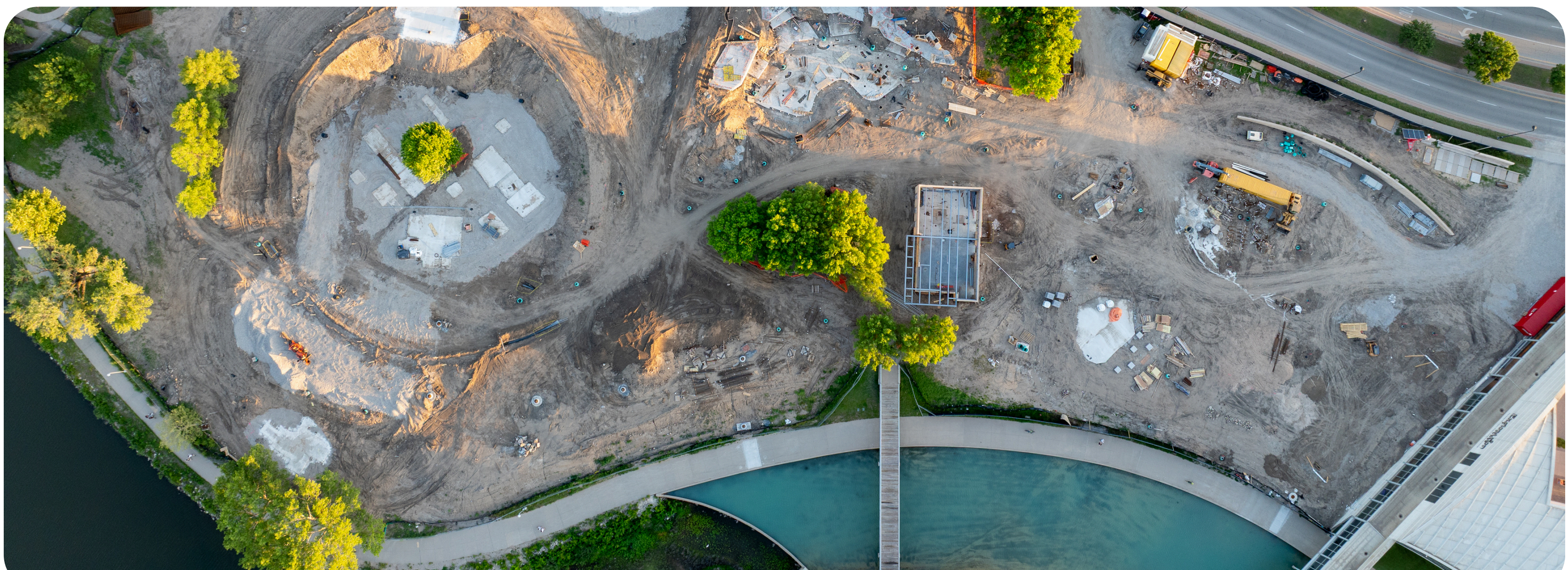
NEW MEDIA & EXPERIENCES

From new digital storytelling tools and outdoor film events to immersive live science shows and traveling blockbuster exhibits, we're expanding how audiences engage with us across all channels.

CREATIVE PROGRAM GROWTH

We're not just building spaces - we're building ideas. From hands-on learning events to community partnerships and digital-first content, our programming is evolving to meet the moment.

This is a pivotal time in the story of Exploration Place - and marketing will play a lead role in shaping it.



CULTURE AND FIT

At Exploration Place, we believe in the power of:

- Purpose-driven work - Everything we do connects back to community, learning and impact.
- Collaboration over hierarchy - We are a small, skilled, supportive team. Everyone contributes and every voice matters.
- Innovation in action - We're not afraid to test new ideas. We believe great marketing combines data with creativity.
- Growth and momentum - With major new projects launching and new audiences to reach, this is a chance to shape the future - not just maintain the present.

You won't get lost in a big organization or be stuck in a narrowly defined role. Here, your work will matter - immediately and visibly.

WHO WE'RE LOOKING FOR

We're building a team that's not just talented, but passionate, motivated and energized by possibility. If you're a marketing professional who:

- Wants to use your skills to fuel something bigger than just a brand
- Values culture as much as capability
- Loves balancing strategy and storytelling
- Is ready to bring energy, insight and originality to the table

...you just might be who we're looking for.

LET'S BUILD SOMETHING AMAZING TOGETHER

The Director of Marketing role is more than a job - it's an opportunity to join a bold, creative and community-centered institution at a moment of transformation. We're not hiring to fill a seat. We're hiring someone to help power our next era.



EXCITED TO LEARN MORE? LET'S TALK!

ABOUT THE ROLE

Exploration Place is seeking a strategic, creative leader to help define the next era of our brand and audience experience. As Director of Marketing, you'll guide a talented in-house creative team and lead the execution of high-impact campaigns that elevate our profile across Kansas and beyond.

This role is about more than managing ads or writing copy. You'll be at the forefront of visual storytelling, helping shape how families, tourists and influencers experience our \$27 million expansion - including our groundbreaking new playscape that will anchor our outreach into regional drive markets for the first time.

You'll report to the Vice President of Marketing and collaborate across departments to develop bold, visually compelling campaigns. You'll play a key role in expanding our influence, engaging new audiences, and positioning Exploration Place as a leading voice in informal science learning.

KEY RESPONSIBILITIES

DIGITAL MARKETING, INFLUENCER ENGAGEMENT AND ANALYTICS

- Manage paid digital advertising across Google, Meta and other key platforms with a strong performance mindset.
- Maximize partnerships with social media influencers and tourism-aligned content creators to extend reach.
- Anticipate and embrace AI-driven tools that are reshaping marketing workflows, from content generation to targeting and testing.
- Stay ahead of the curve as AI transitions from a behind-the-scenes tool to a front-end influencer—shaping customer decisions much like reviews and ratings do today.

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CREATIVE LEADERSHIP & TEAM MANAGEMENT

- Supervise and support a creative team that includes a graphic designer, video producer and production designer.
- Foster a culture of innovation and collaboration with a strong emphasis on visual storytelling and design-forward thinking.
- Champion the use of photography, illustration, graphics and short-form video to drive emotional connection and brand differentiation.

CAMPAIGN STRATEGY AND AUDIENCE DEVELOPMENT

- Lead the planning and implementation of integrated campaigns that support major exhibitions, live science shows, Dome programming and institutional priorities.
- Guide message development across print, digital, video and experiential formats - ensuring brand consistency and visual cohesion.
- Help evolve Exploration Place's marketing approach to reach new and diverse audiences, particularly in regional drive markets.

CONTENT STRATEGY

- Steer content creation with a visual-first lens.
- Collaborate with designers and videographers to produce scroll-stopping content across platforms.
- Capture and share in-the-moment updates in the museum, at special events, behind the scenes, expansion project progress and more.

QUALIFICATIONS

Education & Experience

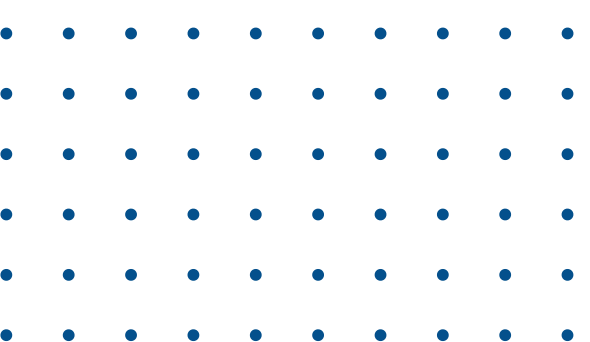
- Bachelor's degree in Marketing, Communications or a related field
- 5–7 years of marketing experience with demonstrated success in digital strategy, content creation and campaign execution
- Portfolio or work samples that demonstrate impact and creativity

Skills & Competencies

- Strong experience managing Google Ads (Search, Display, and Grants) and Meta Ads
- Advanced understanding of audience segmentation, CRM integration and email marketing strategy
- Professional-level copywriting for diverse formats
- WordPress proficiency and content management experience
- Skilled in capturing and editing short-form photo and video content
- Familiarity with Adobe Creative Suite (Photoshop, InDesign, Premiere Pro) and Canva
- Ability to manage competing priorities and meet deadlines
- Team-oriented, self-motivated and results-driven

READY TO MAKE AN IMPACT?

To apply, send your resume and a brief cover letter that tells us why you're the right fit for this role - and why this opportunity excites you.



Erin Manning, MBA

Vice President of Marketing

erin.manning@exploration.org

We can't wait to see how you'd bring your creativity and expertise to our team!



Exploration Place is an Equal Opportunity Employer (EOE).