



DiscoveryCube

Discovery Cube offers hands-on science education that delights, challenges, and encourages kids. Discovery Cube has made a positive difference in thousands of lives for 35 years. Our organization achieves this goal through four core initiatives: STEM proficiency, early childhood education, healthy living, and environmental stewardship. These future-forward initiatives inspire educators, their students, and all of us committed to learning for life.

Our original center in Orange County, as well as our newer Los Angeles campus, gives those seeking immersive, interactive science activities a way to jump into the learning fun. In addition to our campuses, educational outreach programs remain a major part of our mission. Bringing a host of experiences directly to learners is essential to achieving the organization's core initiatives. It's a mission that also includes empowering real-world applications by giving learners a chance to make a difference. This vision has made the Discovery Cube a prominent advocate for modern science education over the years. Spotlighting science as a solution and as a force for good is what Discovery Cube so successfully does.

Position:

We are searching for an innovative and dynamic VP of Marketing to join Discovery Cube. As the VP of Marketing, you will develop brand and marketing strategies, set and achieve targets, and establish relationships with the media and clients. You will oversee and lead marketing teams based in Orange County and Los Angeles. To be successful as a VP of Marketing, you should be a highly organized multitasker and who thrives in a fluid and creative environment.

Responsibilities:

- Analyze existing branding and marketing strategies and improving upon them
- Design, plan, and execute effective marketing campaigns & implement metrics to measure campaign effectiveness
- Create content strategies based on business objectives, category focus, and audience segments across all channels (online/offline/social)
- Prepare and review annual budgets and allocate resources appropriately
- Supervise marketing events and launches and network with industry professionals
- Assist with the recruitment, training, and onboarding of new staff
- Design and coordinate promotional campaigns, PR, and other marketing efforts across channels (digital, press, etc.)
- Build, train and maintain a high performing marketing team and ensure effective coordination with other teams
- Stay updated on market trends & competitor strategies
- Work with internal stakeholders to plan, create, and launch creative campaigns and compelling stories around Discovery Cube announcements and initiatives that resonate with audiences
- Establish goals and create strategy for meeting marketing deliverables and metrics; work with marketing directors to establish team and individual goals and metrics
- Oversee content creation, creative design and release or distribution of all online content, press releases, advertisements (print, broadcast, online, OOH, and more)



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- Be an effective leader and ensure all marketing programs are successful, metrics-driven, and goal-oriented
- Actively engage with the leadership team and all areas of The Cube as a strong and dynamic leader and partner
- Manage content creation in partnership with the Cube Studios Team that creates our video content

Qualifications:

- 10+ years of marketing leadership experience, preferably in a related industry
- 5+ years in an Executive Leadership role in Marketing
- Bachelor's or Master degree in marketing or related discipline
- Proven leadership experience carrying out marketing efforts, including planning, prioritizing, and implementing strategy
- Prior experience working well in a highly creative and rapidly changing environment
- Proven experience working cross-functionally to ensure marketing programs are in line with company objectives
- Metric driven with the ability to draw insight from complex marketing data
- Working knowledge across all marketing, including brand marketing, PR, content management, digital marketing & performance marketing.
- Excellent written & verbal communication skills and are comfortable dealing with the media.
- Strong leader who has built, scaled, and led high-performing marketing teams.
- Strategic thinker & problem solver with the ability to be hands-on.
- Working knowledge and practical experience with SEO, digital marketing tools, and related software.
- Proven promotion experience
- Previous experience building comprehensive marketing campaigns
- Demonstrated ability to develop and foster partnerships

What's In It For You:

- Medical, dental and vision insurance
- Optional supplemental insurance coverage
- 401K with up to 4% match after one year for full-time employees
- 14 Free general admission tickets per year
- 4 Bubblefest tickets plus admission
- 10% of on-site dining and shopping discount
- Employee discounts through ADP
- Accrued paid time off for full-time employees
- 10 paid company holidays

Pay Range for this position is: \$120,000 - \$200,000, performance bonus eligible

Discovery Cube provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status,



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genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.