



NATIONAL INSTITUTE FOR
EXCELLENCE IN TEACHING

NIET Director of Communications

Location: Scottsdale, AZ

The Director of Communications will report to the Senior Vice President of Policy and Communications and serving as an integral member of the management team, the Director of Communications will be responsible for the development of the National Institute for Excellence in Teaching's (NIET) communication strategy. The Director of Communications will be responsible for the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of the organization and its leadership to advance the organization's reputation. Managing the communications team, the Director of Communications will be responsible for NIET's communications including media relations, newsletters and publications, digital communications, and marketing.

Duties include, but are not limited to:

Communications Strategy and Leadership

- Develop and implement an integrated strategic communications plan to advance NIET's brand identity, broaden awareness of its programs and priorities, and increase the visibility of its programs across key stakeholder audiences
- Create marketing/public relations strategy that will allow NIET leadership to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers
- Create and execute a plan to strengthen internal communications and provide support for staff including messaging, materials and presentations
- Identify challenges and emerging issues faced by the organization, work with leadership team and staff to recognize internal and external communications opportunities, and develop and implement solutions and strategies
- Serve as communications liaison to NIET leadership

Communications Operations

- Plan and create content for NIET communications, including NIET's blog, social media, website, resources, partnership development outreach, key announcements and awards, and other external communications
- Produce high-quality written and digital content, including features, press releases, articles, marketing materials
- Develop NIET print communications, including marketing collateral materials, and manage relationships with associated vendors
- Identify media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed
- Actively engage, cultivate, and manage media relationships to ensure coverage of NIET programs, special events, public announcements, and other projects
- Oversee the day-to-day activities of the communications team

Minimum Qualifications:

- Demonstrated experience and leadership in managing a comprehensive strategic communications plan to advance an organization's mission and goals
- Excellent verbal and written communication skills, with a particular ability to convey a message in a succinct way in a variety of print and online communications media
- 12+ years of communications or marketing experience
- Demonstrated success in building relationships with top-tier reporters and editors, and in positioning subject matter with the media to achieve high-impact placements
- Knowledge of education systems, educator policy, leadership development, and the evolving national education landscape strongly preferred
- Excellent collaboration and teamwork skills
- Project management skills, including goal setting, time management, follow-up, and prioritization
- Experience managing and growing a team
- Proficient with Microsoft Office suite; familiarity with Adobe Creative Cloud, including Premiere Pro and InDesign, and Canva
- Exhibit NIET's core values

For Information:

For interest in positions at the National Institute for Excellence in Teaching, please review our website at www.niet.org for current job vacancies.

To Apply:

Please follow the link to submit your [application](#).

No phone inquiries please.