

## Director of Communications

The **Director of Communications** works with the Chief of Staff/Executive Director of Strategic Communications, as well as the larger NIET leadership and communications team, to increase the visibility and reach of NIET in order to strengthen partnership development. In particular, this position will lead the planning of all major communications moments, be the lead contact for media and press, collaborate and execute on NIET's marketing strategy, and oversee the development of graphics and visuals, including flyers and materials needed for partnership development.

All applicants must have strong written and verbal communications skills, with an ability to communicate NIET's story and success in an effective and straightforward manner. They must have basic digital media skills, particularly with graphics and video, in order to design and edit visual materials. Additionally, they should have experience leading rollouts and understand the planning and development that needs to occur. Applicants should enjoy working on a team but be independently motivated to plan and produce content. This position will oversee and direct much of NIET's communications activity, but as a member of a collaborative and nimble team, they will also be responsible for drafting and producing many of those materials and will be responsible for handling everyday tasks.

### **Job responsibilities include, but are not limited to:**

- Plan and oversee the development of content for NIET communications, including NIET's blog, website, resources, partnership development outreach, key announcements and awards, and other external communications
- Generate ideas, strategies, and content to reach NIET's target audiences and highlight NIET's work and results
- Direct the planning and production of open resources from NIET team members, including short videos, blogs, templates, and materials that can help educators and strengthen partnership development
- Produce high-quality written and digital content, including writing blogs, features, press releases, and other articles, and designing flyers and marketing materials; draft and finalize content for NIET leadership and team members as well as from the organization overall
- Produce high-quality content for social media in coordination with the Digital Communications and Content Manager and coordinate social media outreach with other NIET communications
- Produce high-quality graphics for social media in coordination with the Digital Communications and Content Manager
- Follow NIET's style and branding and regularly provide opportunities for NIET staff to grow in their communications abilities
- Connect with communications leads at NIET partnerships to share their stories, including interviewing leadership and educators as necessary

- Manage and perform everyday tasks as necessary, including updating the website and posting on social media
- Support and lead other NIET outreach and communications initiatives, including an upcoming podcast, book, and policy papers as well as marketing initiatives

**Strong applicants will be able to show:**

- Excellent and compelling verbal and written communication skills, with a particular ability to convey a message in a succinct way
- 5+ years of communications or marketing experience
- Knowledge and interest in education issues, particularly related to teacher policies and practices
- Proficient with Microsoft Office suite; familiarity with Canva and Adobe Creative Cloud, including Premiere Pro, Photoshop, and InDesign
- Ability to effectively and professionally interact with a wide range of people, including media and national education leaders as well as NIET partners
- Excellent collaboration and teamwork skills
- Project management skills, including goal setting, time management, follow-up, and prioritization

**Location of the Position:** Nashville, Tennessee or remote

**To Apply:**

Please submit a resume/CV and cover letter to [jobs@niet.org](mailto:jobs@niet.org). Please also provide a sample of your writing and design abilities.

*No phone inquiries please.*