

Director of Communications

The **Director of Communications** works with the Chief Executive Officer, the Senior Vice President of Policy, NIET leadership team members, and a digital content manager, to increase the visibility and reach of NIET, and strengthen partnership development. The Director of Communications will lead the planning and execution of communications, 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.

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 communications campaigns 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 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:

- Develop and design content for NIET communications, including NIET's blog, website, marketing materials such as flyers, 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
- Draft and finalize content for NIET leadership and team members as well as from the organization overall
- Coordinate social media outreach with other NIET communications
- Provide event and communications support for NIET's national conferences
- 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/or perform everyday tasks as necessary, including updating the website and posting on social media
- Lead communications support for NIET initiatives including the rollout of a book, policy and research papers, and panel discussions.

- Handle media relations as well as build and strengthen media relationships. A point-of-contact for media for fielding calls, arranging interviews, disseminating media releases, media pitching. Maintain a database of reporters.
- Build and strengthen relationships with public information officers (PIOs) in partner districts and states.
- Monitor and share education news and trends to inform media strategy, keep up with a rapidly changing educational landscape and share news with the NIET team.

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
- At least 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 external partners
- Excellent collaboration and teamwork skills
- Project management skills, including goal setting, time management, follow-up, and prioritization

Location of the Position: Scottsdale, Arizona

To Apply:

Please submit a resume/CV and cover letter to jobs@niet.org. Please also provide a sample of your writing and design abilities.

No phone inquiries please.