**Director of Communications**

The **Director of Communications** will be responsible for implementing and helping to design the National Institute for Excellence in Teaching’s communication strategy. The Director of Communications will be responsible for the development, integration, and implementation of a broad range of activities relative to the strategic direction and positioning of the organization and its leadership to advance the organization's reputation. Working with the digital content manager and staff writer, the Director of Communications will be responsible for NIET’s communications including newsletters and publications, digital communications and marketing.

***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
* Contribute to 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 solutions, and define and execute appropriate strategies to support them
* Serve as communications counselor to NIET leadership

## Communications Operations

* Plan and create content for NIET communications, including NIET’s blog, website, resources, partnership development outreach, key announcements and awards, and other external communications
* Produce high-quality written and digital content, including writing blogs, features, press releases, articles, marketing materials; drafting and finalizing content for NIET leadership and team members as well as from the organization overall
* 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 press relationships to ensure coverage of NIET programs, special events, public announcements, and other projects
* Oversee the day-to-day activities of the communications team

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

* Demonstrated experience managing a comprehensive strategic communications, media relations, and marketing plan to advance an organization's mission and goals
* Excellent and compelling verbal and written communication skills, with a particular ability to convey a message in a succinct way in a variety of print and online media
* 6+ years of communications or marketing experience
* Demonstrated success in building relationships with top tier reporters and editors, and positioning subject matter with the media to achieve high-impact placements
* Knowledge and interest in education issues, particularly related to teacher policies
* Excellent collaboration and teamwork skills
* Project management skills, including goal setting, time management, follow-up, and prioritization
* Proficient with Microsoft Office suite; familiarity with Adobe Creative Cloud, including Premiere Pro and InDesign, and Canva

**Location of the Position:** Scottsdale, Arizona, office-based

**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.*