

Director of Communications National Institute for Excellence in Teaching (NIET)

Reporting to the president, and serving as an integral member of the senior management team, the Director of Communications will be responsible for the development of the National Institute for Excellence in Teaching's communication strategy and will contribute to NIET's organizational strategic planning process. 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 and protect the organization's brand reputation. The Director of Communications will be responsible for NIET's varied and integrated communications products and services including: newsletters and other print publications; Web; E-news and other online communications including social media; public relations and media; and marketing.

Responsibilities

Communications Strategy, Vision 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
- 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

- Oversee development of all NIET print communications including the annual report, marketing collateral materials and electronic communications including NIET's website and new media; manage relationships with associated vendors
- Serve as a spokesperson and lead point person on media interactions that help promote and/or impact the organization
- Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed
- Actively engage, cultivate and manage press relationships to ensure coverage surrounding NIET programs, special events, public announcements, and other projects
- Oversee the day-to-day activities of the communications function including budgeting and planning
- Supervise or directly administer communication projects associated with on-going federal grants

Qualifications

- Bachelor's degree is required; an advanced degree is preferred, preferably in a field related to communications.
- Minimum 10 years experience, including some experience in a senior management role either in-house or with an agency
- Experience in the non-profit education environment preferred
- Demonstrated skill and comfort in proactively building relationships with top tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements
- Extensive writing and editing experience (externally-focused) with a variety of print and online communications media
- Demonstrated experience and leadership in managing a comprehensive strategic communications, media relations, and marketing program to advance an organization's mission and goals
- Creative and thoughtful on how new media technologies can be utilized
- A minimum of five years experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications
- Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with senior management, NIET's Board of Directors and staff

Location of position: Santa Monica, CA preferred

To Apply:

Please submit resume and cover letter to jobs@tapsystem.org.

No phone inquiries please.

Background on NIET and the TAP System

In 1999, the Milken Family Foundation introduced TAP: The System for Teacher and Student Advancement, a new initiative developed to restructure and revitalize the teaching profession. TAP's comprehensive, research-driven reform model provides differentiated compensation for teachers based on teachers' performance in the classroom and the performance of their students; a fair, transparent accountability system; continuous on-site professional development; and career advancement opportunities. In 2005, the growing recognition of teacher quality issues, coupled with TAP's increased implementation and support, catalyzed the establishment of an independent, non-profit 501(c)(3) public charity known as the National Institute for Excellence in Teaching (NIET). TAP is implemented as a partnership between the National Institute for Excellence in Teaching (NIET) and sponsoring agencies such as state departments of education and/or public and private school districts and schools.

NATIONAL INSTITUTE FOR EXCELLENCE IN TEACHING

1250 Fourth Street * Santa Monica * CA 90401-1366

office: (310) 570-4860 * fax: (310) 570-4863



The System for Teacher
and Student Advancement