

A Job Opportunity in School Public Relations Leadership

Associate Executive Director

The National School Public Relations Association (NSPRA) is seeking an Associate Director based at its Rockville, Maryland, headquarters building. The position will become available as of June 1, 2018, and will remain open until a new Associate Director is employed.

Major duties include:

- Provide member services including responses to members' requests for resources, counsel, and materials.
- Manage NSPRA's communication audit service including maintaining major client contact, coordinating operations and logistics, working with audit consultants, writing and editing the final product, and conducting onsite audits in local school districts throughout the U.S. and Canada.
- Oversee, coordinate and contribute to a monthly member e-newsletter and contribute to other NSPRA editorial offerings.
- Work with NSPRA's Senior Manager of Seminar on all aspects of NSPRA's Annual Seminar program and schedule.
- Fulfill writing and editorial responsibilities for many Seminar functions.
- Coordinate and implement the Seminar scholarship program.
- Oversee and coordinate the Universal Accreditation Board (UAB) program for NSPRA members.
- Assist in developing and writing Executive Board materials for 3 Board meetings each year. Assist in other Board-related functions.
- Prepare policy revisions for action by the Executive Board.
- Work with staff and oversee NSPRA's Chapter Liaison functions.
- Provide content for related responsibilities on the NSPRA website.
- Coordinate, oversee and implement various awards and recognition programs.
- Represent NSPRA on various national coalitions and communication groups.
- Assist with new product development.
- Respond to media inquiries on the school communication profession.



Compensation and benefits

- \$100,000+ depending on the value of related experiences.
- Benefits include 11 paid holidays, vacation, sick leave, 90% of health and dental coverage, life insurance, 401(k) retirement program, and free parking.

The ideal candidate will:

- Be accredited by the Universal Accreditation Board (UAB).
- Possess excellent written and verbal communication skills.
- Possess skills in all aspects of technology communication and use of computer applications as well as excellent organizational skills.
- Be recognized as an expert in workshop presentations and planning.
- Possess a minimum of 8 years' experience in local school district communication positions or similar posts with other education agencies like county service agencies, BOCES, IU's and related associations.
- Have experience in completing school district communication audits or similar assessment models.
- Be on top of current education issues.
- Be respected by public relations peers and have experience as an NSPRA leader.
- Have positive fiscal and personnel management experience.
- Be able to professionally work closely with staff. Since NSPRA employs 6 professionals who regularly interact with one another, this skill is essential.
- Be able to travel to local school districts for audits as well as to the national Seminar each year. Audits normally account for up to 3 days away from the office, while the Seminar each July accounts for a 7-day period away.

To apply:

If you are interested in this position, send us:

- a letter of application stating why you would be a great fit for this job,
- a resume, and
- relevant writing samples.

Send your materials by Friday, April 20, 2018 to jobopp@nspra.org.

