

## Position: Communication Manager

The National School Public Relations Association (NSPRA) has a new opportunity for the right professional who is determined to make an impact on our school communication profession. This position has room for professional growth and the platform to become one of NSPRA's leaders in school communication. We're looking for someone committed to school PR who is dedicated to convincing and demonstrating to superintendents and board members the value of a comprehensive school communication program.

If you have at least 4 years of local school district or association experience and you want to take your professional career in a direction that allows you to make a national impact, just follow the procedure below. We're eager to chat with you about the job.

**This position is currently available and will be open until we fill it. Apply by: December 28, 2018.**

### Rich Bagin, APR

NSPRA Executive Director

#### Qualifications:

- For this job, you'll need at least a bachelor's degree with at least 4 years' relevant experience. That means at least 4 years in a public school district communication role or in an association and increasing leadership in communication, public relations or marketing.
- The ideal candidate will be a creative thinker who has excellent interpersonal skills, outstanding oral and written communication skills, proven organizational skills to manage multiple deadlines, and the ability to interact with association members and others in the field of education. Effective writing is critical to your ultimate success.
- We prefer candidates who are active NSPRA members and leaders in NSPRA state chapters and who are Accredited in Public Relations (APR). If you're not already accredited, you must become accredited within 3 years of employment. We'll reimburse you for successfully completing accreditation.
- Proficiency in key PC software including Word, InDesign, Excel and Photoshop is preferred. Related experience in marketing, website and social media skills, along with conference planning and graphic design are also a plus.

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| <p><b>Duties and Responsibilities:</b></p> | <ul style="list-style-type: none"> <li>■ You'll have editorial and production responsibility for key publications (print and electronic) related to marketing and member-communication functions. You'll identify story ideas and schedule guest contributors, conduct interviews, write articles and marketing materials, and perform some basic layout and design tasks as needed.</li> </ul> <p>You'll also:</p> <ul style="list-style-type: none"> <li>■ Keep and coordinate production schedules for print and electronic publications.</li> <li>■ Oversee implementation of our social media plan.</li> <li>■ Help develop content and identify presenters for our <i>PR Power Hours</i>.</li> <li>■ Help develop or identify new products and resources for members.</li> <li>■ Serve as a PR resource and contributor to professional development opportunities for members, including helping with topic and program scheduling for the National Seminar.</li> <li>■ Support and counsel members as needed.</li> <li>■ Assist with Chapter relations activities and communication.</li> <li>■ Help with website content management and minor design.</li> <li>■ Assist with content for the NSPRA Seminar app.</li> <li>■ Manage <i>NSPRA Connect</i>, an interactive community forum for members.</li> <li>■ Contribute some basic graphic layout of promotional materials and work with contracted designers on major graphic projects.</li> <li>■ Manage online surveys.</li> <li>■ Serve on the onsite staff support team at the NSPRA National Seminar each July (requiring 8 consecutive days at our Seminar.)</li> </ul> <p><b>You must have excellent proofreading skills.</b></p> |
| <p><b>More Info:</b></p>                   | <p>We're based in Rockville, MD, close to the Shady Grove Metro Station.</p> <p>Salary range (\$60-85K, commensurate with experience); full benefits include health, dental and life insurance; vacation; 11 paid holidays; 401K pension program; and free parking.</p>   |
| <p><b>About NSPRA:</b></p>                 | <p><a href="#">Click here</a> to learn more about what we do. Our office currently has 5 staff members, along with a number of consultant specialists who work with us on a weekly-to-monthly basis.</p>  |
| <p><b>How to Apply:</b></p>                | <p>If you're interested in this position, as soon as you can, send <a href="mailto:JobOpp@nspra.org">JobOpp@nspra.org</a>:</p> <ul style="list-style-type: none"> <li>■ Your resume, and</li> <li>■ Your cover letter. In your cover letter, tell us your salary range expectation. If you do not include it, we won't consider you for this job.</li> </ul> <p><b>No calls, please.</b></p>  |