



**POSITION ANNOUNCEMENT  
DIRECTOR OF COMMUNICATIONS  
NATIONAL HISTORY DAY**

National History Day® is looking for an entrepreneurial communications expert to elevate the National History Day® brand as a premier educational nonprofit.

National History Day (NHD) is a highly-regarded non-profit organization that offers a year-long academic program focused on historical research, interpretation and creative expression for 6 - 12 grade students, culminating in a national competition held in Washington, DC. NHD also supports teachers through an array of robust resources and programs. NHD works with affiliate programs across the US and internationally to implement its programs at the local level.

Reporting to the Executive Director, this senior staff member will boost visibility by generating and executing comprehensive annual communications plans focused on both traditional and digital communications. The Communications Director will also advise other staff on communications issues, maintain productive working relationships with 57 national and international affiliate coordinators, and direct outreach to alumni.

Our ideal candidate is passionate about education, enjoys working with students, and has experience managing media relations with a nonprofit organization.

**Responsibilities**

- Develop and implement an integrated, organization-wide strategic communications plan to broaden awareness of goals and accomplishments of National History Day®.
- Support affiliate coordinators in efforts to grow the National History Day® audiences with specific focus on teachers, students, and potential donors.
- Generate and distribute all press materials including press releases, media advisories, media pitches, and responses to media inquiries.
- Maintain the National History Day® website, which receives more than 3 million page views annually, in conjunction with contracted website vendors.
- Create and distribute marketing materials such as fliers, email marketing templates, digital ads, annual reports, and web content.
- Manage the National History Day® Google Ads grant, applying suggested edits and creating new campaigns as necessary.
- Produce social media content for Facebook, Twitter, Instagram, and Snapchat as well as monitor and respond to all messages and comments on each platform.
- Develop and pitch stories to regional, national and international media, and cultivate on-going relationships with key reporters.
- With other staff, develop and distribute periodic newsletters to teachers and alumni.
- Cultivate relationships with key alumni.
- Track communications coverage and produce reports.

## **Required Qualifications**

- Undergraduate degree in communications, public relations, or a related field
- Significant experience in a non-profit organization, preferably with an education focus
- Experience with and knowledge of social media etiquette, algorithms, and audiences
- Proven success in building and managing communications plans
- Recent experience developing and executing communications, marketing, and public relations strategies
- A skilled writer and verbal communicator, with proven experience targeting a wide range of audiences
- Experience managing and executing across several different forms of media
- Good knowledge of website management and email marketing platforms
- Experience with Adobe Creative Suite and media databases preferred
- Demonstrated superior organization and commitment to responsibilities
- Strong team member with ability to direct, execute, and manage initiatives

## **Desirable Qualifications**

- Graduate degree in communications, public relations, or a related field
- Experience acting as a company spokesperson
- Training in crisis communications and public speaking
- Experience working with academic contests at the K-12 level
- Relationships with media outlets at diverse publications nationally and regionally

## **Salary and Benefits**

In addition to a salary in the range of \$75,000-85,000, we offer:

- Competitive comprehensive health benefits including dental; and
- A 403b retirement plan with generous employer contributions.

## **How to Apply**

Please submit a cover letter explaining your interest in National History Day®, the position, and your experience in communications, along with your resume. Materials may be emailed to [employment@nhd.org](mailto:employment@nhd.org) with the subject line “Director of Communications.”

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