

NAES Communications Manager

The National Association of Episcopal Schools, an independently incorporated, non-profit, voluntary membership organization, supports and serves the vital work and ministry of those who serve Episcopal preschools and schools, school start-up committees, and regional and diocesan Episcopal school associations throughout the Episcopal Church. As part of its mission and ministry, NAES interprets, represents, and advocates for Episcopal schools in the education communities and the wider Church.

NAES is seeking a Communications Manager to begin on or about June 15, 2017. The Communications Manager reports to the Director of Operations and is responsible for the oversight and development of the association's overall branding and communications program.

Areas of Responsibility

- Branding and Marketing: establish NAES communications standards, including, but not limited to, use of brandmark, fonts, design templates, and style guides.
- Website: develop strategy for and manage the Association's web presence and accounts; post and maintain timely, effective content; oversee database/AMS integration; oversee website design; manage data collection and analytics.
- Publications: oversee production of all association publications, as well as print materials for all programs, conferences and events.
- Social media: ensure an effective social media presence, including posting regularly in Association social media platforms; collaborate with and train staff on use and development of online and social media communication tools.
- Public Affairs and Constituent/Episcopal Church Relations: serve as liaison to public affairs office of The Episcopal Church; write and distribute press releases; monitor news feeds for Episcopal school-related stories and issues.
- Visuals: create visual communication tools such as videos, podcasts, and infographics; develop and integrate ways for visuals to be effectively incorporated into Association communications, both online and offline.
- E-learning: collaborate with senior staff to develop and execute robust, cost-effective e-learning programs.
- Association e-communications: design, disseminate, create and maintain accurate lists as needed. Includes weekly meditation, monthly newsletter, constituent newsletters, mid-month member communication, and e-blasts.
- Member surveys: Create and disseminate surveys; collect and report on data.
- Biennial Conference: oversee production of print materials and conference app.
- Establish ongoing collaborative and informative relationships with member schools.

Skills/Resources Required

- Training and experience as a communications professional: knowledgeable about branding, writing for various audiences and delivery mechanisms, social media, marketing strategies and campaigns, designing for the web, graphic design skills (including tools for visual communications/infographics).
- Understanding of and experience with CMS and AMS systems or equivalent: maintaining accurate data, integrating custom and off-the-shelf applications (Sitefinity, MailChimp, etc.).
- Knowledge of and experience with analytics and data collection and analysis (Google analytics etc).
- Knowledge of and experience with a variety of online communication tools such as video, animation, podcasts, slide shows, photos, infographics, web conferencing.
- Ability to advise the Association on new tools and best practices.
- Knowledge of development and implementation of effective communications plans, including long-term strategy and crisis-based plans.



- Software skills: Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat); Microsoft Office Suite; MailChimp; SurveyMonkey; SiteFinity; Google Apps/ Google Analytics; HTML.
- Self-starter with the ability to work collaboratively with a small staff is required.
- Knowledge of private independent schools as well as the Episcopal Church is desired.

How to Apply

NAES offers a competitive salary and fosters a collegial and congenial working environment in a small, team-oriented office of six individuals. Excellent benefits package. Unfortunately, NAES cannot pay relocation costs. NAES is an equal opportunity employer.

The start date for this position is June 15, 2017. Please submit the following as your application: resume, cover letter, salary requirements, and three references via email to JobsNAES@gmail.com. **Incomplete applications will NOT be considered.** No phone calls, please.