



## **Director of Communications Position Description**

Title: Director of Communications  
Reports to: Director of Development  
FLSA Status: Exempt  
Revised: 5/16/22  
Location: Washington, DC or New York City, NY preferred but not required

### **About National Summer Learning Association:**

NSLA works to ensure every young person, regardless of background, income and zip code, participates in and benefits from a high quality summer learning experience every year. We convene, support and train a broad network of 15,000+ civic and education leaders from schools, districts and state departments of education, non-profit community organizations and youth serving government agencies focused on offering summer learning opportunities to millions of low income students across the US. NSLA supports its network of leaders and program partners by investing in five strategic priorities: 1) Program Quality 2) Partnerships 3) Policy 4) Public Awareness 5) People (leadership development).

### **Position Context:**

In response to the negative effects the pandemic has had on academic, mental and emotional well being of young people, summer learning has been identified as a key response strategy of the Federal government to help students catch up and propel forward. \$30 billion in additional support for summer learning programs was made available in the recent American Rescue Plan. As a result, NSLA has been growing rapidly and working tirelessly to support our partners and stakeholders in many ways.

We are looking for a multi-tasking, entrepreneurial, organized, kind and fun loving leader with a growth mindset who can join a small, fun, passionate and mighty team to lead, support and manage projects and partners related to the communications and marketing efforts of NSLA and its many high profile initiatives.

### **Responsibilities include:**

- Promoting our consulting, training and research opportunities
- Supporting and promoting our National Conference, webinar series and regional convening efforts
- Promoting our leadership development programs, national awards and summer learning week
- Working with news media, our PR and marketing firms, board members, policymakers
- Managing communications funder relationships, in concert with Director of Development and CEO
- Working with current NSLA media partners, including iHeartRadio and Clear Channel on annual PSA campaigns; diversifying and broadening media partnerships
- Oversee and grow NSLA's social media presence, monthly newsletter, and website improvements
- Supporting other departments around collateral creation for national conference, program, policy and fundraising efforts, CEO presentations
- Working with Board and marketing committee

- Representing NSLA to other organizations, coalitions and building and maintaining strong partnerships with allied groups

**Required Education and Experience:**

- Bachelor's degree and/or relevant work experience required
- Significant experience leading communications, preferably for youth-serving, non-profit organizations
- Experience connecting marketing opportunities to fund development
- Working knowledge of the national media and communications landscape, especially in connection to education

**The successful candidate will exemplify NSLA's Core Values:**

- **Proactive** - We don't wait to be asked, offer ideas, help, and feedback, or to take initiative.
- **Entrepreneurial** - We create new suggestions for improving our own work and the work of the organization.
- **Transparency** - We are honest and respectful with each other. We value, acknowledge, reflect upon, and learn from mistakes. We ask for help. We offer feedback and support. We give credit to others, share ideas, communicate challenges and needs.
- **Accountable** - We aim to do work we are proud of. We take ownership and pursue measurable results. We work efficiently and effectively. We turn in high quality work and complete projects and tasks on time.
- **Collaborative** - Our impact as individuals is amplified through our work as a team. We work hard to successfully support each other and partners outside NSLA.
- **Commitment to Equity** - Through our roles, we are committed to finding ways to promote more fairness, diversity, equity and inclusion through the decisions we make and opportunities we create and provide for others.

**Salary and Benefits:**

Starting minimum salary is \$80,000 with a competitive range commensurate with candidate experience. NSLA offers a flexible work environment and competitive benefits package, including matching retirement plan, health and dental, and paid time off.

**To Apply:**

Please send a resume and one page cover letter in PDF format to [jobs@summerlearning.org](mailto:jobs@summerlearning.org).