

Manager, Communications and Public Relations

Busy professional association is seeking a Manager for Communications and Public Relationship. Located in Bethesda, MD, the National Association of School Psychologists (NASP) represents 26,000 members, has a staff of 30, and an annual budget of \$7 million.

Job Purpose: Work with Director of Communications to promote NASP programs and services and the profession of school psychology through communication, advocacy, and public outreach activities. Outcomes include: improved recognition and perceived value of NASP and school psychologists among key external stakeholder groups and the public, increased awareness and use of NASP key messages, resources and initiatives among NASP members, greater NASP presence in online and traditional media outlets, greater alignment of NASP communications across communication vehicles (website, e-newsletters, Communiqué, etc.); advancement of NASP's mission to foster best practices in education and mental health for children and families.

Key Responsibilities

E-communications: Work with Director to draft and produce NASP's semi-monthly e-newsletter, *NASP Announce*; help develop and produce targeted e-newsletters or other communications to stakeholder groups; update and draft targeted content for the NASP website; coordinate with membership and marketing team on messages for member outreach through direct e-communication and social networking sites such as Facebook, Twitter and LinkedIn.

Website: Help support posting and editing of materials for website; work with Director and webmaster to streamline and enhance website organization and accessibility.

Media: Help Director respond to media requests; develop updated media database; draft and distribute press releases.

Materials development: Work with Director and other relevant staff to develop and disseminate communication resources on issues such as crisis response, School Psychology Awareness Week, release of major NASP documents and initiatives, and legislative priorities.

PREPaRE Curriculum: Work with Director and relevant volunteer leaders to develop and disseminate promotional materials to stakeholder groups regarding PREPaRE, NASP's school crisis prevention and intervention training curriculum; support ongoing communication with PREPaRE trainers; work with convention and marketing staff to promote PREPaRE workshops; help support materials revision process.

Program Support: Work with Director and relevant volunteer leaders on annual budget development; support communication activities at the NASP convention and summer conferences; support response to various requests for information and/or project support.

Requirements

Bachelor's degree in communications or marketing. Excellent writing skills; experience with media and stakeholder outreach; project management experience; knowledge of education and/or children's mental health issues helpful; excellent proofing skills; proficient with Word, PowerPoint, and Excel; familiarity with InFormz desirable but not required. Experience posting and editing content in a web environment preferred. 2-3 years experience in communication or public relations position required. Flexible, creative, friendly, detail-oriented and able to work in a fast-paced team environment.

Submit a resume, cover letter, and salary requirements (required) to hr@naspweb.org. The association offers competitive compensation, a generous benefits package, and is located near the Metro. No calls, please.