



International Association for K-12 Online Learning

Position Opening: Communication Director

GENERAL SUMMARY

The International Association for K-12 Online Learning (iNACOL) is a growing not-for-profit, 501(c)(3) membership association focused on K-12 online learning. iNACOL is seeking a director to lead our communications strategy to raise awareness of high-quality digital learning and its potential for transformation of K-12 education.

ESSENTIAL DUTIES & RESPONSIBILITIES

Working with CEO, design and implement a communications strategy that will promote the benefits of high-quality online and blended learning. This strategy will include the coordination of communication efforts with other organizations involved in advocating for digital learning.

The Communication Director:

- Creates communication plan and implements our overall communication strategy.
- Directs communications and provides innovative strategies to share with a broad audience how online teaching and learning serves students well using traditional media, video, blogs, social media, Twitter, etc.
- Coordinates communications to members and partners.
- Manages and coordinates overall blog strategy (multiple blogs).
- Manage and coordinate production of print materials, video, voice and new media outreach.
- Works with iNACOL teacher members to develop the teacher voice for the field.
- Highlights diverse perspectives and voices in the field of online and blending learning in traditional and social media.
- Maintains an ongoing record of how the field is being reported and monitors media activity related to online and blended learning.
- Prepares and disseminates fact sheets and studies.
- Oversees the content of the iNACOL web site.
- Coordinates iNACOL advertising efforts.
- Publishes daily headlines email updates.

Lead efforts to promote the benefits of online and blended learning by:

- Monitor media activities to identify and prepare for challenging stories as well as to further promote positive stories.
- Lead iNACOL's social media outreach.
- Exploring video and new media channels.
- Writing and submitting op-eds and letters to the editor.
- Pitching stories to reporters, editors, editorial writers, and columnists.
- Arrange press briefings.
- Prepare press releases.
- Arrange print and radio news and talk show interviews.
- Arrange for speeches and presentations by digital learning leaders.
- Support efforts in the development of the teacher voice in the field using traditional print, video, social networking and new media.
- Coordinate preparation and dissemination of fact sheets and case studies.
- Manage the overall distribution channel and content of the iNACOL web site, enhancing its value as an information resource.
- Create daily/weekly news updates and headlines on key articles in the media for members, internal and external audiences.

Qualifications:

- Minimum of 10 years communication experience.
- Strong preference for previous experience in working in the K-12 online learning field.
- Previous experience in print, broadcast, film, television, radio and/or social media highly desirable.
- Experience leading integrated marketing campaigns using social media desirable.
- Experience with video production highly desirable.
- Excellent written and verbal communication skills.
- Excellent interpersonal skills and ability to work with a wide variety of people.
- Able to innovate and develop creative approaches and solutions.
- Self-starter and highly motivated; ability to be successful and accomplish goals with minimal supervision.
- Quick learner.
- Strong professional standards; highest ethical behavior.
- Willingness and availability to travel.
- Bachelor's degree required.
- Basic computer skills; stronger technical skills, especially related to maintaining web sites desired.

The ideal candidate will have a background in Communications and experience in print, broadcast, and/or film with knowledge of online learning as a disruptive innovation.

ORGANIZATIONAL RELATIONSHIPS

The Communication Director reports to the CEO and works closely with entire staff.

COMPENSATION

Salary is commensurate with experience. Please send salary history and references with inquiry letter and resume. This non-profit position features the opportunity to telecommute and work virtually. iNACOL is located in the Washington, DC metropolitan area in Vienna, Virginia. This position is full-time.

TO APPLY

If you are passionate about improving educational opportunities for all K-12 students and have the skills outlined above, please email your resume to MrsFordice@gmail.com along with a cover letter, salary history for 3 years and at least 3 references. Deadline to apply: February 24, 2012 at 5:00 p.m. eastern.

This non-profit is an equal opportunity employer, we hire without consideration to race, religion, creed, color, national origin, age, gender, sexual orientation, marital status, veteran status or disability.