

# STATE DIRECTORS

National Association of State Directors  
of Career Technical Education Consortium

**Position Title:** Communications and Marketing Manager

**Position Purpose:** Implement marketing, public relations and strategic communications that encompass strategies to promote the overall mission and work of the organization, including the development and marketing of products and publications.

**Primary Responsibilities:**

- Inform and implement a strategic marketing and communications plan that will ensure positive, consistent and accurate messaging in all NASDCTEc/NCTEF publications and publicly available communications
- Oversee the design, development and dissemination of professional print and electronic collateral materials to support the strategic marketing and communications plan
- Oversee CTE: Learning that Works for America®, a national branding campaign, by engaging and supporting the membership in the use of the communications resources, and managing a Communications Committee
- Write news releases, articles, publications and other content to support the strategic marketing and communications plan
- Manage the Web site in alignment with the goals of the strategic marketing and communications plan, including overseeing content management, site navigation, search engine optimization, etc. and coordinating with other staff members who are responsible for project- or event-related content
- Provide leadership to the blog; author content and coordinate with other staff members who contribute content on a regular basis
- Develop and cultivate media sources
- Develop and implement a strategic marketing plan to promote NASDCTEc/NCTEF products, events and services to current and potential members
- Develop and implement a social media strategy in support of the strategic marketing and communications plan
- Maintain the brand and style guidelines
- Edit all publications produced by NASDCTEc/NCTEF staff to ensure quality, consistency and adherence to brand and style guidelines
- Develop an ongoing understanding of Career Technical Education and the role of NASDCTEc/NCTEF in serving the Career Technical Education community
- Occasionally travel, staying within established spending guidelines, and be requested to work flexible hours in response to member and legislative requests and actions; as well as, attend conferences and board meetings in the early morning hours or late evenings
- Other duties as assigned

**Qualifications:**

- Bachelor's degree or equivalent with focus on communications or marketing or journalism plus five years of related experience in communications or marketing with familiarity of media relation strategies, public relations, marketing, editing, media tools, blogs, social media, news releases, etc.

- Ability to develop and maintain positive relationships with a wide variety of people, including but not limited to, board members, staff, government officials, State Directors, key stakeholders, community partners, media
- Knowledge of the field of education, preferably Career Technical Education
- Excellent English language oral and written communication skills, proficiency in spelling, punctuation, citations, footnoting, grammar and content; including public speaking with a style appropriate to the audience
- Ability to take complex ideas and communicate them effectively to a wide variety of audiences
- Ability to work independently, accurately and meet deadlines; simultaneously manage multiple projects/tasks
- Ability to think critically, use good problem solving judgment, take complex ideas and present them in a style for a laypersons understanding
- Knowledgeable of standard office equipment such as personal computer, laser printer, typewriter, copy machine, telephone, calculator, fax machine, scanner, LCD projector, etc.; including proficiency with computer software programs, such as, Windows 2000, Word, Excel, PowerPoint, and a desktop publishing software package
- Excellent organizational skills
- Handle confidential and sensitive information with discretion
- Hold a valid driver's license within the commuting areas, have access to a reliable car with current insurance or access to a reliable/flexible transportation source

**Supervision Received:** The Communications and Marketing Manager works under the direction of the Executive Director

**Supervision Exercised:** None

**Physical Demands** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to sit, stand, walk, sit, crouch, kneel, use hands to finger, handle or feel objects, tools or controls, and reach with hands and arms.

The employee must occasionally lift, carry, push, pull and/or move up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and the ability to adjust focus.

**How to Apply:** Please submit a cover letter, resume, two writing samples (ideally one of which is a communications piece), a list of professional references and salary history/requirements to [careers@careertech.org](mailto:careers@careertech.org). Application deadline is June 5, 2013

#### **About NASDCTEc**

The National Association of State Directors of Career Technical Education Consortium (NASDCTEc) was established in 1920 to represent the state and territory heads of secondary, postsecondary and adult career technical education (CTE) across the nation. NASDCTEc, through leadership, advocacy and partnerships, aims to support an innovative CTE system that prepares individuals to succeed in education and their careers, and poises the United States to flourish in a global, dynamic economy. For more information, see [www.careertech.org](http://www.careertech.org)