

# Director of Communications & Marketing

STATUS: EXEMPT

## Who We Are

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Education Commission of the States (ECS) partners with education policy leaders nationwide to address issues by sharing resources and expertise. We are proud to serve both the people who develop and implement education policy and the students who directly benefit from effective policy change. Every day, we provide education leaders with nonpartisan information and opportunities for collaboration because informed policymakers create better education policy.

We are an equal opportunity employer offering competitive salaries and an outstanding benefits package. Education Commission of the States provides an exciting intellectual environment, a remote and collegial workplace, flexible hours and an organizational structure that encourages teamwork.

## Who You Are

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The ideal candidate is a strategic communicator with 5–10 years of experience in public policy, government relations, nonprofits, or education. They bring expertise in developing communications strategies, building media relationships, and managing digital engagement to expand organizational reach. As a collaborative leader, they supervise staff effectively, work closely with executive teams, and ensure communications consistently strengthen ECS's brand and mission. The Director's responsibilities fall into four primary functions that together enhance ECS's influence and communications impact:

## Accountabilities

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1. Communication Strategy and Brand Management

Develops and implements comprehensive communications and marketing strategies that advance ECS's mission, strengthen its brand identity, and ensure cohesive, high-quality messaging across all platforms and projects.

2. Media and Public Relations

Serves as ECS's primary media contact, cultivating relationships with national, regional, and state outlets to elevate visibility, manage releases, and proactively promote coverage of ECS's work and priorities.

3. Digital Engagement and Analytics

Oversees ECS's digital presence, including website, social media, newsletters, and multimedia, using analytics to drive growth in reach, engagement, and audience influence.

4. Leadership and Collaboration

Supervises communications staff and collaborates with ECS leadership and program teams to provide strategic counsel, ensure effective communication support, and enhance visibility for ECS initiatives, partners, and funders.

5. Perform other ECS duties as required.

## Required Skills and Qualifications

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- ECS does not require candidates to demonstrate a specific degree or level of academic certification. Research demonstrates that education requirements can be a deterrent for qualified candidates to apply and can perpetuate gender and racial disparities. Instead, we encourage all candidates with the professional experiences and skills outlined below to apply.
- 5-10 years of experience in the communications field, preferably in public policy, government relations or public relations, or nonprofits, some of which must have been gained in the education sector.
- Demonstrated ability to cultivate media relationships, manage press engagement, and proactively secure coverage of organizational work, with experience in education or public policy communications preferred.
- Proven experience managing websites, newsletters, and social media channels; skilled in using analytics to track, evaluate, and improve digital engagement and reach.
- Experience supervising staff and collaborating with executive leadership teams; ability to provide strategic counsel, align communications with organizational priorities, and manage partnerships that enhance visibility and impact.
- Proficient in use of digital software and technology, including QuickBooks, ADP, Sharepoint, Salesforce, Microsoft Office, Word, Excel and PowerPoint.

## Compensation and Benefits

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Education Commission of the States offers competitive compensation and benefits, including health, dental, life, long term disability, vision insurance, a flexible spending account, a health reimbursement account and a yearly contribution to your 403b retirement plan. Education Commission of the States is a remote workplace that requires employees to have a physical residence with address within the U.S. and requires some travel. The salary range for this position is \$115,000-\$149,500 based on geography and years of experience.

## Applying for the Position

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Please send a resume and cover letter e-mail to Nicole Goff, [ngoff@ecs.org](mailto:ngoff@ecs.org). Please include "Director of Communications and Marketing" in the subject line.

**All applications must be received by the close of business October 31<sup>st</sup>.**

*Education Commission of the States is an equal opportunity employer that believes in developing and supporting a diverse work force.*