Director of Communications

Arizona School Boards Association

Job Announcement

Put your expertise to work for school districts across Arizona and help school board leaders connect with the communities they serve.

Strong public schools need informed, effective local leadership, and communication that makes complex issues understandable, builds trust, and invites people to participate.

The Arizona School Boards Association (ASBA) is seeking a Director of Communications to lead how we tell our story, engage our members, and help school districts strengthen their own communications. This is an opportunity for a communications professional who enjoys shaping strategy, developing people, and doing the work: crafting a message, guiding a campaign, delivering training, or helping a leader navigate a sensitive issue.

Reporting to the Executive Director and serving on ASBA's leadership team, you will lead the communications department and work across the association to turn organizational priorities into clear, coordinated communications with measurable results.

The organization and the opportunity

ASBA's vision is the best schools in every Arizona community. Its mission: to cultivate excellence in locally governed school districts, comes to life through school board training, nonpartisan advocacy, policy guidance, and services that help locally elected leaders govern effectively.

The Association's 2026–2028 strategic plan focuses on strengthening school board leadership, advancing public education advocacy, improving access to policy resources, and deepening member engagement. Strong internal operations and accountability support that work.

Communications is central to these priorities. Members need timely, relevant information, practical resources, and a clear understanding of the value ASBA brings to their districts. This role offers the opportunity to strengthen those connections, reach members more effectively, and help make ASBA's expertise accessible and useful across Arizona.

What you will lead

- **A connected communications strategy.** Develop and implement an integrated approach to communications and marketing that supports ASBA's mission, programs, events, and services. Work with association leaders to set priorities and tailor outreach to school board members, superintendents, administrative professionals, and other audiences.

- **Content that earns attention and serves a purpose.** Guide publications, websites, email, social media, video, and campaigns with strong editorial judgment and a consistent voice. Contribute hands-on writing, editing, and presentation development, and evaluate digital tools and emerging technologies for their practical value.
- **Media relationships and thoughtful responses to emerging issues.** Prepare talking points, news releases, and briefing materials; help leaders prepare for interviews and public presentations; and advise the Executive Director on sensitive communications. Serve as a media contact and spokesperson when designated.
- **Communications support that extends to member districts.** Develop useful resources, deliver training, and provide communications counsel, including support for districts with limited communications capacity. Lead fee-based communications, marketing, and training services, working with colleagues to shape proposals and deliver quality work within agreed scope, resources, and timelines.
- **A capable, accountable department.** Coach and develop communications staff, establish clear expectations, and coordinate competing priorities. Manage the department's budget, vendors, production schedules, and workflows while balancing association needs with client commitments.

Across these responsibilities, you will use member feedback, research, and performance data to understand what is working and where to improve. Success will be reflected in more useful communications, stronger engagement, reliable service, and a team equipped to deliver.

What you will bring

We are looking for a communications professional who combines strong creative and technical skills with sound judgment, collaborative leadership, and the ability to deliver results.

Required qualifications and capabilities

Candidates must demonstrate:

- Professional experience in communications, public relations, marketing, or a related field, with evidence of successfully planning and delivering communications initiatives.
- Strong writing, editing, and verbal communication skills, including the ability to make complex or sensitive information clear for different audiences.
- The ability to develop and deliver effective presentations and practical training.
- The ability to lead and develop staff, coordinate collaborative work, establish priorities, and hold team members accountable for results.
- Strong project management skills, including managing multiple assignments, production schedules, and competing deadlines.

- Working knowledge of digital communications, content development, media relations, brand management, and integrated marketing.
- The ability to use research, stakeholder input, and performance data to guide recommendations and evaluate outcomes.
- Sound professional judgment, discretion, and the ability to manage sensitive issues and confidential information.
- The ability to build productive relationships with colleagues, members, clients, media representatives, and external partners.
- Commitment to ASBA's mission and the ability to develop an informed understanding of its members and the public education environment.

Preferred qualifications

The following are desired but not required:

- Five to seven years of progressively responsible professional experience in communications, public relations, marketing, or a related field.
- Experience in an association or nonprofit organization.
- A bachelor's degree in communications, public relations, journalism, marketing, or a related field. Equivalent relevant professional experience will also be considered.
- Experience supervising staff and managing department priorities, budgets, vendors, or other resources.
- Experience developing or delivering client-facing communications, marketing, consulting, or training services.
- Accreditation in Public Relations (APR).

Position details and how to apply

Location and work arrangement: Based at ASBA's Phoenix office, with a hybrid schedule that includes one work-from-home day per week.

Salary range: $110,000–$120,000 annually, depending on qualifications and experience.

Benefits: ASBA offers a comprehensive benefits package that includes generous health insurance benefits and retirement contribution. There is also PTO, a summer schedule, and employee support and development.

The role includes travel for association events, member activities, and client engagements, with occasional evening or weekend responsibilities.

To apply, please submit your resume to contact@RevolutionaryHRConsulting.com with "ASBA Director of Communications" in the subject line. Revolutionary HR Consulting is managing this search on behalf of the Arizona School Boards Association.

EQUAL OPPORTUNITY EMPLOYER

The Arizona School Boards Association is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, veteran status, or any other status protected by applicable law.