June 20, 2023

**Job Title:**  Director of Communications & Digital Strategy (DoC)

**Classification:**  Exempt from Overtime Pay

**Job Location:**  Alexandria, VA or Remote

**Job Overview:** The AMI/USA Director of Communications & Digital Strategy (DoC) has an enthusiastic “can-do” attitude and assists AMI/USA in providing internal and external communications that enhance AMI/USA’s image, improve member loyalty, and enhance our brand and customer experience. The DoC will also collaborate with our Director of School and Member Operations, Office Manager, Director of Events and the Human Rights & Social Justice Consultant. This role requires creativity, strong writing skills, and vision as it plays a large part in amplifying the AMI/USA brand as well as providing needed content for our members and the larger Montessori community in the United States.

**Primary Responsibilities**

**Communications**
- Prepare, submit for edits and distribute monthly E-Newsletter with news and updates from the AMI/USA office and community.
- Prepare, submit for edits and distribute promotional emails and announcements as needed.
- Solicit articles for, prepare, edit and distribute the biannual AMI/USA Journal (Spring and Fall).
- Prepare additional publications as needed, including but not limited to biennial Salary Survey, annual Directory (both currently under review), and quarterly Board Book.
- Collaborate with Event Director to prepare and distribute promotional materials for events, including the brochure for the annual Montessori Experience: Refresher Course & More.
- Collaborate with Event Director to solicit and create advertisement packages for partner organizations.
- Process payments for and design of advertisements for the biannual AMI/USA Journal and the monthly E-Newsletter.
- Review and edit external and internal communications for consistency and clarity.
- Create graphics and other marketing materials on an as-needed basis.

**Digital Strategy**
- Collaborate with the Leadership Team to devise strategies for an impactful AMI/USA digital media presence.
- Post news, updates and announcements to the website in the news section and on the homepage.
- Make edits to the website on an as-needed basis, including but not limited to the following: Training Center Locator; School locator; Resources pages; Informational pages.
• Review resources for equity and inclusion on all AMI/USA communications.
• Process and post job advertisements to the Career Opportunities page on the website.
• Receive and respond to inquiries via the contact form on the website.
• Work with Logical Position on Google Ad Words campaigns.
• Post to social media accounts as needed (Facebook, Instagram, Twitter, LinkedIn) using Loomly Calendar app.

General Support
• Assist with administrative tasks as needed, including but not limited to processing memberships, directing training inquiries, providing tech support at meetings and events, assisting with the school recognition process, assisting with event planning and partnership development.


Basic Requirements
• Bachelor’s Degree, plus at least 3 – 5 years of experience.
• In-depth knowledge of communications and digital strategies including social media.
• Solid working knowledge of Google Workspace and/or Microsoft Office with demonstrated proficiency in Adobe InDesign, Adobe Acrobat Pro.

Preferred Requirements
• Experience with FileMaker Pro or similar database application.
• Familiarity with Montessori philosophy and pedagogy.

Personal Skill Requirements
• Strong understanding of and commitment to diversity, equity, and inclusion and an interest in applying those principles in the workplace.
• Communicates effectively in both verbal and written form, and in presenting complex information.
• Exhibits a manner that is professional, ethical, respectful and graceful.
• Ability to work collaboratively in a team environment, be accountable, invite suggestions, ask for support when needed, and provide support to others, all with a dedication to overall organizational success.

Physical Requirements
• Must be able to sit for long periods of time and utilize general office and computer equipment continually with regular and consistent use of keyboard and mouse.
• Visual acuity necessary to spend lengthy periods of time at the computer.
**Work Schedule:** Typical U.S. business hours with flexibility, and occasional evening/weekend work (for meetings and events). Occasional travel for in-person events will be required.

**Compensation and Benefits**
- Salary range: $53,000 to $60,000 commensurate with experience
- Group Health, Dental and Vision Insurance
- 401(k) matching
- Paid time off

To apply, please submit a cover letter, resume and list of references to montessori@amiusa.org.