



POSITION ANNOUNCEMENT ***COMMUNICATIONS MANAGER*** **FULL-TIME**

National History Day® (NHD) is looking for an entrepreneurial communications manager to elevate the National History Day brand as a premier education nonprofit.

NHD is a highly-regarded organization that offers a year-long academic program focused on historical research, interpretation, and creative expression for students in grades 6-12, culminating in a national competition held near Washington, D.C. NHD works with affiliate programs across the U.S. and abroad to implement its programs at the local level and supports teachers through resources and programs.

This staff member boosts visibility by generating and executing comprehensive annual communications plans focused on traditional and digital communications. The Communications Manager advises other staff on communications issues, maintains productive working relationships with 57 national and international affiliate coordinators, and directs outreach to alumni. Some travel is required for this position. The ideal candidate is passionate about education, enjoys working with students, and has experience managing media relations with a nonprofit organization. The Communications Manager is expected to work with the NHD team in the national office located in College Park, Maryland.

Responsibilities

- Develop and implement an integrated, organization-wide strategic communications plan to broaden and measure awareness of the goals and accomplishments of National History Day.
- Support affiliate coordinators in growing NHD audiences, with a specific focus on teachers, students, and potential donors.
- Generate and distribute all press materials, including press releases, media advisories, media pitches, and responses to media inquiries.
- Develop and pitch stories to regional, national, and international media, and cultivate ongoing relationships with key reporters.
- Maintain the NHD website, which receives more than three million page views annually, in conjunction with contracted website vendors.
- Create and distribute marketing materials, including flyers, email marketing templates, digital advertising, annual reports, and web content.
- Manage and produce social media content and engagement.
- Produce monthly newsletters for teachers and alumni.
- Cultivate relationships with key alumni.
- Track communications coverage and produce reports.
- Work closely with other staff.

Required Qualifications

- Undergraduate degree in communications, public relations, or a related field
- Superior written and verbal communication skills with proven experience targeting a wide range of audiences
- Experience with and knowledge of social media etiquette, algorithms, and audiences
- Proven success in building and managing communications plans

- Experience developing and executing communications, marketing, or public relations strategies
- Experience managing and executing across several different forms of media
- Knowledge of website management and email marketing platforms
- Superior organization and commitment to responsibilities

Desirable Qualifications

- Graduate degree in communications, public relations, or a related field
- Experience with crisis communications and acting as an organizational spokesperson
- Experience with website optimization and SEO
- Experience in measuring, presenting, and acting on data analytics

Salary and Benefits

In addition to a salary in the range of \$70,000, depending upon experience, we offer:

- Competitive comprehensive health benefits, including dental and vision, and
- A 403b retirement plan with generous employer contributions.

How to Apply

Please submit a resume, a cover letter explaining your interest in National History Day, the position, and your experience in communications, and a writing sample (five-page maximum for the writing sample).

[Upload these materials as one PDF to this form.](#)

September 2025