

Iowa Association of School Boards

Job Description

Title: Communications Specialist

Person in Position: Vacant

Reports To: Associate Executive Director, Communications & Events

FLSA Classification: Non-Exempt

Employment Status: Regular Full-Time

POSITION SUMMARY: Under general direction, supports IASB's communications, marketing, digital engagement, and event promotion efforts to strengthen member awareness, participation, and engagement. This position assists with member communications, social media management, digital content coordination, event marketing, and cross-team communication efforts. The role collaborates across the organization to help deliver clear, consistent, and engaging communications that support IASB's mission and strategic priorities.

QUALIFICATIONS

1. Bachelor's degree in communications, journalism, public relations, marketing, or related field; 1–3 years experience preferred.
2. Strong written communication skills, including writing, editing, proofreading, and adapting content for different audiences and platforms.
3. Experience managing social media platforms and digital engagement strategies preferred.
4. Competency in Microsoft Office applications (Word, Excel, PowerPoint) and ability to learn association management systems, email marketing platforms, and website content management systems.
5. Experience with basic graphic design, video editing, photography, or multimedia content creation preferred.
6. Strong organizational and project management skills with high attention to detail and deadlines.
7. Ability to manage multiple projects simultaneously and work collaboratively across departments.
8. Effective oral and interpersonal communication skills with the ability to interact professionally with staff, members, vendors, and external partners.
9. Understanding of marketing, branding, and digital communication best practices preferred.

ESSENTIAL FUNCTIONS

1. Assist with development and distribution of IASB communications, including newsletters, emails, announcements, marketing materials, and member updates.
2. Support IASB's social media presence by creating, scheduling, monitoring, and evaluating content across platforms including Facebook, LinkedIn, Instagram, and others.

3. Assist with marketing and promotion of IASB events, webinars, conferences, and learning opportunities through coordinated communication campaigns.
4. Create and coordinate digital content including short-form videos, graphics, photography, social media assets, and promotional materials.
5. Support website content updates and digital resource organization using the association's content management systems.
6. Assist with development and coordination of communication timelines, campaign schedules, and project tracking to ensure consistent and timely delivery of communications.
7. Coordinate communication and promotional needs related to IASB events, including communication support, attendee messaging, signage coordination, and post-event follow-up materials.
8. Monitor engagement analytics related to email marketing, social media, website usage, and digital campaigns; assist with reporting and identifying opportunities for improvement.
9. Support podcast, video, and multimedia communication efforts, including content preparation, scheduling, publishing, and promotion.
10. Collaborate with internal teams to support member engagement initiatives, communications planning, and organizational priorities.
11. Help maintain brand consistency across communications, digital platforms, and promotional materials.
12. Research emerging communication tools, digital trends, and engagement strategies to support continuous improvement efforts.
13. Assist with member inquiries and communication-related support requests in a professional and timely manner.
14. Support communications and marketing initiatives as assigned by supervisor.

CORE ORGANIZATIONAL FUNCTIONS

1. Project positive, optimistic image to staff, IASB members, vendors, and others.
2. Show commitment to service by responding promptly, courteously and accurately to requests from members, staff or others.
3. Practice effective teamwork by contributing to the work of others and collaborating effectively.
4. Exhibit personal accountability and qualities of integrity, ethics, credibility, and a commitment to the association's mission.
5. Follow IASB policies and company procedures.
6. Support innovation and improvement by accepting new challenges, incorporating new learning, and participating in continuous improvement processes.
7. Perform other duties as assigned for the efficient and effective operation of IASB.

PHYSICAL REQUIREMENTS

1. Able to sit at and operate a computer for extended periods.
2. Able to occasionally lift and/or carry materials or equipment over 15 pounds.
3. Able to occasionally walk and/or stand for extended periods.

4. Able to occasionally travel to off-site locations.

TERMS OF EMPLOYMENT

At will.

EVALUATION

Performance of this job will be evaluated in accordance with this job description and IASB's evaluation process.