



Position Announcement—Director of Member Outreach & Marketing

The [Iowa Association of School Boards® \(IASB®\)](#) is a statewide education nonprofit seeking a professional to serve as Director of Member Outreach & Marketing. This new position will oversee member relations and marketing initiatives for IASB. The position will also serve the IASB Foundation. Bachelor's degree in communications, marketing, business administration, or a related field is required. The position requires a minimum of three years of experience in member relations, marketing, or nonprofit management.

The position of Director of Member Outreach & Marketing will be responsible for creating and implementing programs, projects, events, and campaigns that engage current and prospective members and partners to enhance brand awareness, cultivate leads, generate new business, and increase existing business. The position requires proven experience in developing and executing marketing strategies, strong project management skills, excellent written and verbal communication skills, demonstrated ability to build and maintain relationships with diverse stakeholders, proficiency in digital marketing tools and platforms, and ability to work effectively in a collaborate team environment. Experience serving on a school or non-profit board and experience with fundraising and serving a foundation are highly desirable.

Because the Director of Member Outreach & Marketing position requires strong attention to detail, the successful candidate will submit with their resume a cover letter to **Stephanie Rousseau, Iowa Association of School Boards, 6000 Grand Avenue, Ste. A, Des Moines, IA 50312** or email to srousseau@ia-sb.org, that meets the following specifications:

The cover letter will be 3–5 paragraphs that are between 4–6 sentences each. The cover letter will clearly answer the following questions:

- Describe your experience in developing and executing successful marketing strategies. How have these strategies contributed to the growth or engagement of an organization you have worked with?
- Can you provide an example of a time when you successfully built and maintained relationships with diverse stakeholders, such as members, partners, or donors? What approaches did you use to foster these relationships?
- Explain your experience with fundraising and managing a foundation or similar entity. How have you identified and pursued funding opportunities, and what impact did these efforts have on the organization?

The salary range for this position is commensurate with experience, plus a competitive benefits package. After a designated training period, employees may qualify for a flex work schedule which permits work from home on Mondays and Fridays, with an option of additional work from home during the summer months.

Apply by **Monday, June 24, 2024**, by sending a resume and cover letter as specified above to **Stephanie Rousseau, Iowa Association of School Boards, 6000 Grand Avenue, Ste. A, Des Moines, IA 50312** or email to srousseau@ia-sb.org. Applications that do not include a resume and meet the cover letter requirements listed above will not be considered.