Colorado Education Association
Vacancy Announcement
Professional Staff
Assignment: Director of Digital Communications

Posting Date: June 26, 2020
Closing Date: July 10, 2020 (5:00pm MST)

The Colorado Education Association is recruiting experienced and qualified candidates who are passionate about helping elevate educator voices to win policies that improve working and learning conditions for educators and students. The ideal candidate will be deeply committed to our mission, thrive on finding ways to overcome challenges and enjoy working to translate bold vision into effective program. The role requires someone who is a systems thinker, engages effectively with stakeholders, and can foster effective communication and information sharing.

The Director of Digital Communications will be responsible for developing, overseeing and managing CEA’s digital and electronic communications and engagement strategy and supporting local affiliates to do the same.

The Colorado Education Association is committed to creating a diverse environment and is proud to be an equal opportunity employer. CEA will consider all qualified applicants without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, or age.

Essential Qualifications Required

- Bachelor’s degree
- Demonstrated use of sound professional judgment
- Excellent oral, written, and interpersonal communications skills
- Knowledge of organizing principles and ability to develop and implement organizing plans
- Proficiency in advanced computer technologies
- Ability to work in a team environment
- Conflict resolution skills
- Understanding of membership-based organizations
- Project planning and management skills
- Ability to effectively manage multiple priorities and manage time and financial resources
- Ability to work with minimum supervision
- Willingness and ability to expand knowledge and skills in a rapidly changing environment
- Training and presentation skills
- Proficiency in capturing quality images and video for print and electronic publications
- Ability to build and maintain effective working relationships with staff and leaders
- Willingness and ability to advocate for the membership and goals of the organization
- Mastery of Microsoft Office software and Adobe suites
- Knowledge of best practices in web usability, information architecture, design and writing and with web analytics.
- Three or more years social and digital media experience in a professional capacity
- Knowledge of the latest social media trends, with an ability to identify new trends, platforms, ideas and campaigns.
- Knowledge of communications strategies and their application in both traditional and new media landscapes
- Excellent verbal, written and interpersonal communication skills, including proven editing and proofreading abilities.
- Keen eye for detail and accuracy.
- Experience creating strategic communications plans and messages for various campaigns.
**Essential Qualifications Required (Cont’d)**

- Demonstrated experience with web and graphic design platforms and basic design skills for electronic and print publications and social media.
- Experience using social media content management systems and mass email platforms.
- Experience with recording and editing audio, video, photo taking, and editing.
- Experience with elevating digital presence through search engine optimization.
- Experience developing and placing social media and digital ads to amplify organizational and campaign messaging.
- Experience using data analytics to inform digital engagement strategies.

**Job Responsibilities**

- Manage the organization’s digital and electronic communications content and delivery, including but not limited to social media channels, electronic communications such as CEA Today, Action Line, Office of the President, etc.
- Develop and implement a proactive digital communications strategy to increase the Association’s social media presence to advance CEA’s brand and reputation and to engage members and the community in CEA’s programs and activities.
- Develop digital engagement strategies, such as Hustle text, Action Network petitions, letter campaigns, etc. to support CEA’s strategic plan and programs.
- Work with CEA Leadership and communications team to develop and implement annual communications plan.
- Providing training, guidance and support to local staff and leaders to develop social media and digital engagement plans/strategies.
- Work with the communications team to develop an annual editorial calendar to help develop a proactive communications strategy.
- Work with the communications team to develop and place digital and social media ads to support CEA’s strategic plan.
- Responsible for content updates, structural changes and aesthetic design of CEA’s website.
- Producing, editing and posting process for CEA’s podcast/videocast properties.
- Responsible for liaison relationship with third-party website host and other digital communications vendors.
- Work with content editors and key stakeholders across the association to ensure that online content reflects CEA’s goals and vision.
- Collaborate with NEA, other state affiliates, CEA’s public relations firm, and external partners on digital communications related projects, including but not limited to photo and video support, campaigns, and other projects.
- Provide support to the Communications team related to member storytelling, earned media events, publications and video content creation and distribution, and other matters, as needed.
- Track and analyze expenses for various communications related budget line items.
- Responsible for producing The CEA Journal publication, both print and electronic versions, and coordinate related tasks (i.e. advertising, printing, mailing, etc.)
- Collaborate with the Communications team and other appropriate teams to produce various external reports such as the annual Delegate Assembly report, legislative scorecard, etc.
- Performs other duties as assigned.
Compensation and Benefits

This is a bargaining unit position with a salary range of $68,218 to $123,475 based upon prior experience. Fringe benefits include auto allowance; liberal vacation and sick leave; holidays; health, dental, disability, and life insurance; defined contribution retirement benefit and 401(k) plan.

Application Procedure

To complete an application, please visit the CEA career opportunities website - https://www.coloradoea.org/career-opportunities/.

Applications **must be received at CEA by 5pm(MST), July 10, 2020.** The letter of interest that you will be asked to submit should be addressed to Hiring Manager at:

Colorado Education Association  
1500 Grant Street  
Denver, Colorado 80203