

Affiliate: The South Carolina Education Association  
Job Title: Public Affairs Specialist  
Location: The SCEA Headquarters, Columbia, South Carolina

The Public Affairs Specialist will work closely with the Executive Director to develop and implement programs and operating systems designed to strengthen the Association's influence on governmental decision makers that strengthen the Association's brand with the membership and the general public in the state of South Carolina.

The successful candidate will also act as the lobbyist for the Association who, along with trained The SCEA members, develops legislation, maintains relationships with government officials, political organizations and media outlets. As The SCEA's lead communications professional, the incumbent brands the association and promotes communication concepts that represent the mission and objectives of The SCEA.

Essential Duties and Responsibilities:

- In collaboration with other THE SCEA staff, recruits and trains members in political action and communications.
- Acts as staff contact to the Legislative Committee.
- Coordinates activities of the Congressional Contact Team.
- Acts as staff contact to The SCEA Fund for Children and Public Education.
- Monitors the introduction and status of all relevant state and federal legislation.
- Develops partnerships and provides necessary materials and assistance with other lobbyists/groups with compatible goals and county and local political action organizations.
- Writes op-ed pieces for staff and governance.
- Maintains and oversees The SCEA Web Page.
- Coordinates the design and implementation of all political action and communications programs.
- Develops and implements The SCEA brand, representing its mission and objectives, and develops communications concepts to promote it.
- Develops and implements media strategies, plans and produces press releases/packets and generates electronic and social media for local affiliates.
- Impacts programs and events, Campaign Kick-Off, Campaign Victory, Days of Action, and other special events and projects.
- Tracks print and social media coverage and produces Media Summary.
- Assists with membership recruitment and retention.
- Other duties as assigned.

### Knowledge and Skills Required:

- Understanding of and commitment to The SCEA Mission and Vision, policies, programs and procedures.
- The ability to communicate correctly and persuasively, both in verbal and written form.
- Knowledge of the structure and operation of school district government.
- Knowledge of the state legislative process.
- Knowledge of program planning and operation procedures.
- Knowledge of communications processes.
- Excellent computer and telecommunications skills including Microsoft Office Suite.
- Working knowledge of federal, state, and local law, statutes, and policies related to education and the rights of education employees.
- Experience with education research, with a concentration on Internet-based research.
- The ability to research, locate and discern information quickly.
- Working knowledge and understanding of typical LEA programs and issues.
- The ability to identify, calculate and adhere to sensitive timelines.
- The ability to maintain a computer-based professional resource library for staff use.

### Minimal Required Qualifications:

- Education: Bachelor's Degree required, preferably with major course work in Government Relations or Communications/Marketing/Public Relations.
- Experience: Three years of work experience in a job-related position or three years of experience in a related Association position.
- Excellent writing and public-speaking skills, a strong strategic sense, accountability, finesse and good judgment, initiative, flexibility, ability to be effective under pressure and to solve complex problems, ability to work independently but also work harmoniously with other staff members and members of the Association, media and the public.

This position is a part of the Bargaining Unit and is subject to the terms, salary and conditions of the Collective Bargaining Agreement.

Send resumes to [executiveoffices@thesea.org](mailto:executiveoffices@thesea.org).

Deadline: Open until filled

