

December 1, 2020

TO: LAE Board of Directors
LAE Staff
LASSO Bargaining Unit

FR: Dr. Craig A. Carter

RE: Position Vacancy—Managing Director, Communications

The Louisiana Association of Educators is seeking applicants for the position of Managing Director, Communications. This management-level position is housed at the association's headquarters in Baton Rouge, Louisiana.

Attached is a copy of the job description and application form. Applicants are strongly encouraged to submit all required materials by Friday, December 18, 2020.

If you are interested in applying for this position, submit

- a *letter of application*,
- the *attached application form*,
- *communication portfolio* that includes examples of work, and
- your *resume*.

Completed materials may be sent to:

Dr. Craig A. Carter, NBCT
Executive Director
Louisiana Association of Educators
8322 One Calais Avenue
Baton Rouge, LA. 70809

You may also email materials to ccarter@lae.org

If you have any questions, please don't hesitate to call my office.

Attachments

Louisiana Association of Educators Job Description

POSITION TITLE: Director, Communications

BARGAINING UNIT: None

AUTHORITY AND RELATIONSHIPS: Reports to the Executive Director

JOB DEFINITION:

This is division manager level work responsible for planning, implementing, and directing the organization's communication programs and its resources. The person in this position serves as LAE's Chief Communications Director

The Managing Director is a proven strategic leader and part of the association's management team who shares accountability in executing the association's mission, goals, and annual priorities in pursuit of the association's vision.

The LAE Communication Manager will lead our efforts to re-fashion our image with key audiences and expand our influence and reach through various mediums of expression including the use the most current technology and electronic print.

The Communication Director serves as part of the LAE management team under the supervision of the Executive Director and works with the LAE President. The Communications Manager has primary responsibility for developing and directing strategic communications for the Instruction and Professional Development, Community Outreach and Government Relations programs areas.

The manager is the direct supervisor for assigned staff. The LAE Communications Department assists with coordinating media relations, and planning and direction of assigned meetings, endorsed candidate forums, legislative initiatives and related activities. The manager also serves as consultant to the Board of on matters of policy, internal and external communications and strategic planning.

QUALIFICATIONS:

- Bachelor's degree in journalism, public relations, marketing or a related field required. Prior union experience will be considered.
- Three years, solid experience in communications/media work as a writer, reporter or editor.
- Proven journalistic writing and public relation skills.
- Ability to build and maintain positive relationships with Louisiana media/journalists.
- Effective human relations skills.
- Knowledge of the values, goals, and mission of LAE, tenets of unionism, and the core issues that resonate within the public education arena.
- Knowledge of training methods, techniques, and administration that facilitate a high level of training delivery.
- Has or is able to obtain and maintain a valid US driver's license that complies with the State of Louisiana.

PREFERRED JOB REQUIREMENTS:

- Experience developing a vision for new or expanded communications strategies and programs.
- Experience in and knowledge of public education issues.
- Graphic design skills and knowledge.
- Experience with paid advertising campaigns including work with ad agencies on creative development and media placement of TV, radio and newspaper ads.
- Experience in union environment, government agency, public sector organization or non-profit.
- Experience in and/or knowledge of the political process and political strategy planning.
- Experience in working in a progressive, member-driven environment.
- Experience in developing and conducting communications/media/public relations training.

ABILITIES AND SKILLS:

The successful applicant must be able to demonstrate understanding of and proficiency in:

- Effectively working with, engendering cooperative support, and consulting/counseling/ advising with leaders, members, and all levels of association management, governance, and staff in regard to communication.
- Effective listening, strategic thinking, time and people management, observation, eliciting information, and persuasion.
- Mastery of verbal (both in dialogue and group presentations), professionally written, and editorial communications skills.
- Thinking quickly and providing clear and persuasive written responses, press releases, and scripts.
- Working with and maintaining data and information of a confidential nature.
- Exercising discretion and independent judgment.
- Demonstrating initiative and resourcefulness.
- Working in a Microsoft Office suite and communication software environment.
- Performing duties with a high level of efficiency and accuracy.

RESPONSIBILITIES:

- Direct, supervise, and evaluate the work of assigned staff.
- Work with LAE committees, as assigned.
- Develops and recommends Association policies for internal and external communications.
- Coordinates the planning and implementation of Association public relations and promotional activities.
- Develops and implements internal and external communications plans and programs for members and education stakeholders around the state. The work encompasses member communications, marketing, public relations, advertising, media relations, online and new media/social networking.
- Assists in developing partnerships with external organizations. Manages the development and implementation of LAE's overall communications and message strategy.
- Manages all media relations and media outreach activities of the Association in cooperation with the Executive Director and the management team.
- Manages and coordinates electronic communications for the association, including the Association website, electronic newsletter, and other internet-related activities.
- Assists in reviewing publications for LAE's Executive management.

- Manages and develops communication plans, sets strategy and crafts messages around ballot initiatives, legislative sessions, political campaigns, policy development and other union related actions.
- Manages and directs LAE's staff involved in communication activities, including developing communications skills, implementing communication plans and strategies, and assisting locals in crisis situations and messaging. Evaluates and has direct input into LAE's staff performance with respect to communications.
- Directly supervises the positions of Associate Staff, including hiring, mentoring, coaching, evaluation and retention.
- Manages the membership promotion and development program of the Association.
- Manages LAE's internal and external communications in LAE's endorsed PAC political campaigns and statewide elections.
- Consults with and provides assistance to the Executive Director regarding public opinion research related to communications strategies.
- Consults with and provides assistance to Association governance (Board of Directors and Committees) regarding communication policy, public relations, and promotion and publication services.
- Manages the publication and dissemination of Association publications and promotional publications, including the LAE Voice and other electronic publications.
- Manages video production and social media pages for the Association.
- Manages the preparation of speeches and talking points for the Executive Director, LAE President and Board of Directors.
- Manages the development and implementation of LAE's communications training programs, including those to LAE members, locals and staff.
- Develops and executes board-based communications plans that include benchmarks and measurements for success.
- Directs the work of outside consultants including but not limited to pollsters, media firms, ad agencies and graphic designers.
- Performs other duties as assigned by the Executive Director.

LAE is an EQUAL OPPORTUNITY EMPLOYER.

Date of Employment: As soon as possible
 Email address: ccarter@lae.org/Web address: www.lae.org
 Deadline: December 18, 2020
 Mail address: Dr. Craig A. Carter, Executive Director
 Louisiana Association of Educators
 8322 One Calais Avenue
 Baton Rouge, Louisiana 70809