



Montgomery County Education Association

Organizational Specialist, Communications

Based in Rockville, MD

PROGRAM AREA: Public Affairs
POSITION TITLE: Organizational Specialist, Communications
BARGAINING UNIT: Professional Staff Organization
REPORTS TO: Managing Director of Public Affairs
STARTING SALARY: \$80,012.54

MCEA is seeking an experienced and energetic communications professional to join our team. The organizational specialist will utilize all communications mediums to advocate for progressive and bold pro-public education policies that center educators at the Maryland General Assembly, and with the Montgomery County Council and Board of Education. The organizational specialist will help design and implement communications campaigns that involve social media, community outreach, and public education strategies. They must be able to effectively communicate at all levels – with grassroots communities as well as established community leaders and elected leaders. The right candidate will be highly organized, self-motivated, and passionate about MCEA’s mission.

Major Duties and Responsibilities

The Communications Specialist will work directly with the Managing Director of Public Affairs as well as Governance and other departments to strategize, develop, and produce communications on all media channels:

- **Communication Plans:**
 - Working with the Managing Director of Public Affairs to develop communication plans that support MCEA goals and objectives; expanding MCEA communications both internally and externally.
 - Ensure production of high-quality and error-free content.
- **Member Engagement:**
 - Responsible for developing all union messaging and content to ensure maximum member engagement. This includes, but is not limited to, member communications, digital forms, leaflets, fliers, website posts, newsletters, blogs, email messages, and text messages.
 - Generate content and maintain MCEA websites.
 - Establish and build relationships with key member leaders to develop communications.
 - Manage all content and engagement on MCEA social media outlets. This includes Facebook, Twitter, Instagram, YouTube, and other outlets as needed.
 - Manage and produce the MCEA digital engagement channels during townhalls, Representative Assemblies, and other virtual engagement opportunities as needed.
 - Lead communication/digital engagement to amplify MCEA’s work and campaigns through aggressive communications outreach, including print, digital media, and online engagement through social media.
 - Support the Communications Committee to ensure member voice is always central in the communications output.
- **Media Work:**



- Draft and write press releases, talking points, op-eds, media advisories, and newsletters.
- Plan and strategically organize press conferences.
- Oversee distribution of targeted e-blasts and communications.
- Monitor press coverage about MCEA, its members and issues impacting MCEA, public education, or educators, both locally, statewide, and nationally.
- Actively pitch stories to reporters to expand press coverage of MCEA and its work in collaboration with the Managing Director of Public Affairs and/or designee.
- Establish relationships with key reporters and producers.
- ***Communication Work with Policy and Politics:***
 - Promote MCEA events and campaigns.
 - Draft, edit, and produce communications that support MCEA's policy and political strategy under the direction of the Managing Director of Public Affairs and/or designee.
 - Develop strong relations with policy leaders, legislators, government agencies, including their staff, as well as other educational and business community stakeholders, as well as other union labor partners.
 - Participate in meetings as assigned for the purposes of developing and drafting necessary communications.
- ***Data Management and Analytics:***
 - Experience in utilizing data to produce analytics regarding communication tools in real time.
 - Integrating communication data with MCEA's main data management and analytic programs.

Experience & Qualifications:

- Bachelor's Degree in marketing, communications, English, public relations, or journalism.
- At least 2 years of experience in policy, communications, media outreach and social media.
- A successful candidate will be an excellent writer, have a strong attention to detail, and thrive at multitasking in a flexible work environment.
- A successful candidate will use creative and effective communication tools and formatting to deliver communications.
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate.
- Proven experience placing media stories and increasing followers and engagement in social media platforms.
- Strong time-management and organizational skills.
- Ability to work in a fast-paced environment, and willing to work a flexible schedule, including weekends and late evenings.
- Self-motivated and resourceful. Ability to work independently and as a member of a highly collaborative team
- Works well under pressure and meets tight deadlines.
- Highly computer literate with capability in email, MS Office, and related business and communication tools.
- Content writing experience for all media platforms.
- Meticulous attention to detail.
- A portfolio of work available for review.
- Experienced graphic designer



REQUIREMENTS

- Salaried position; requires nonstandard work hours and/or weekend and holiday work.
- Travel is required, primarily within Montgomery County.
- Must possess a valid driver's license, must have auto insurance that covers business driving, and must possess an automobile for business use.

COMPENSATION

The salary for this position is governed by a collective bargaining agreement. MCEA also provides a comprehensive benefits package including medical, dental, vision and prescription drug coverage, retirement savings plan, and long-term disability insurance.

WORKING CONDITIONS AND PHYSICAL EFFORT

- Work is performed in a variety of settings – in schools, school district offices, a typical office work environment.
- This position requires frequent driving throughout the county to various locations.
- Must be able to occasionally remain in a stationary position up to 50% of the time.
- The person in this position needs to regularly move about inside the office and other locations.
- Constantly operates a computer, cell phone, and office productivity machinery, such as a copy machine and computer printer.
- Frequently moves equipment & supplies weighing up to 25 pounds for various meeting and event needs.

EQUAL OPPORTUNITY EMPLOYER

MCEA is committed to the principle of equal employment opportunity for all employees and to providing employees with a work environment free of discrimination and harassment. All qualified applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.

APPLICATION PROCESS

Qualified applicants should send cover letter, résumé, and 3 writing samples to Dalbin Osorio, dosoria@mceanea.org Subject: Organizational Specialist, Communications