



Arizona  
Education  
Association

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## INTERNAL & EXTERNAL NOTICE OF POSITION OPENING

**Position:** Communications Director

**Date of Posting:** January 13, 2023

**Close of Posting:** Until Filled

**Anticipated Start Date:** January 23, 2023

**Staff Relationship:** Reports to the Executive Director

**Application:** Please submit a cover letter and résumé via email to:

Nicole Adams  
Executive Assistant to Governance and Management  
**Email:** [Nicole.adams@arizonaaea.org](mailto:Nicole.adams@arizonaaea.org)

Should your résumé generate further interest, AEA will send an Employment Application. This completed application must be submitted for any further employment consideration.

This opening is for the Communications Director position at the AEA headquarters office in Phoenix. AEA is the largest public sector union in Arizona and represents over 20,000 teachers and education support professionals. This position will work closely with the AEA President, Executive Director, and Governing Board to develop and implement a bold and creative communications strategy to further the mission, goals, and objectives of the AEA.

### Duties and Responsibilities

The Communications Director oversees the statewide operation of AEA's communications strategy and manages the day-to-day functions of our progressive, action-oriented, and member-driven communications work.

- 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 20,000 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 AEA'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 AEA 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.
- Coordinates with AEA staff involved in communication activities, including developing communications skills, implementing communication plans and strategies, and assisting locals in crisis situations and messaging.
- Manages the membership promotion and development program of the Association.

AEA's MISSION

*AEA...  
keeping the  
promise of  
quality  
public  
education*

- Manages AEA internal and external communications in AEA-endorsed 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 AEA Advocate and electronic publications.
- Manages video production for the Association.
- Manages the preparation of speeches and talking points for the AEA President, Board of Directors, and Executive Director.
- Manages the development and implementation of AEA's communications training programs, including those for AEA 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.
- Recruits, trains, and develops both English and Spanish-speaking leaders/members to communicate AEA's message to the media.
- Performs such other duties as may be assigned by the Executive Director.

### **Qualifications**

- B.A. Degree in journalism, communications, public relations, public affairs, marketing, or related field. Advanced degree preferred.
- Demonstrated project management skills applied to a wide range of programmatic objectives.
- At least 3-5 years of experience in communications, public relations, or related fields in positions of increasing responsibility including positions guiding strategic planning and/or directing other team members.
- Proven experience in developing communications plans, setting strategies, and executing plans with measurable successes.
- Experience with local and large-scale organizing campaigns.
- Experience in developing integrated online strategies and advancing organizational goals using new media.
- Excellent presentation skills and experience in speaking/presenting in front of groups larger than 50.
- Excellent written and verbal skills.
- The ability to think strategically and translate organizational goals into integrated communications strategies and tactics.
- The ability to think creatively to translate organizational goals into eye-catching, off the wall or guerilla strategies that could generate buzz, spread virally and/or generate earned media.
- Ability to work well in a team environment, juggle multiple priorities under pressure, respond to tight deadlines and answer to numerous stakeholders with competing needs.
- Strong working knowledge of Microsoft Office, including Power Point, and/or Adobe Creative Suite products.
- Strong understanding of audience identification and analysis, including experience in using polling and research to craft messages.

- Broad understanding of the critical issues and problems facing teachers, education support professionals and public schools in Arizona and the nation.

**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.

**Salary:** Negotiable and determined by collective bargaining agreement

**Benefits:** Excellent comprehensive package including employer-paid health care insurance, dental coverage, paid vacation and holidays, and other benefits consistent with the AEA/AEASO Collective Bargaining Agreement