

Director of Communications

Maine Education Association

DATE OF POSTING: December 1, 2023

APPLICATION DEADLINE: Close of Business – December 15, 2023

APPLICANT: Send letter of interest, resume, and 3 letters of reference to:

Rachelle Bristol, Executive Director
Maine Education Association
35 Community Drive, Augusta, ME 04330
or rbristol@maineea.org

POSITION: Director of Communications, MEA HQ - Augusta

Position Description Requirements:

1. Communication Program Leadership:

- Develop, organize, and implement MEA's comprehensive communication program, encompassing internal and external communications, public relations, and media relations.

2. Publication Oversight:

- Oversee the production of all MEA print and electronic publications.
- Lead the development and coordination of the Association's internal communication systems.
- Serves as the MEA staff photographer.

3. Media Relations:

- Serve as the primary press and media liaison for the State Association, screening and directing inquiries.
- Develop and maintain positive relationships with Maine's print, broadcast, web, and social media contacts.
- Monitor news coverage related to education at the state and national levels.

4. Communication Strategy Development:

- Recommend public relations and media strategies to enhance MEA's public image, incorporating earned media and echo chamber communications for message amplification.
- Develop strategies that consider generational preferences and stay abreast of emerging forms of mass communication.

5. Message Articulation:

- Articulate and frame the Association's message in alignment with MEA's mission, priorities, and key issues.
- Develop and distribute carefully crafted messages, talking points, and presentations within tight time constraints.
- Recommend polling and survey strategies and provide analysis of results.

6. Membership Communication and Training:

- Provide communication and public relations training for staff, local leaders, and members.
- Assist staff in developing effective communication programs at the local level.

- Develop and oversee the publication and distribution of membership promotion materials.

7. Collaboration with Director of Digital Media:

- Collaborate with the Director of Digital Media to seamlessly integrate communication strategies across traditional and digital platforms.
- Align efforts in content creation with the Director of Digital Media for a unified and cohesive approach.
- Leverage the strengths of both traditional and digital communication channels for enhanced effectiveness.

8. Stakeholder Engagement:

- Maintain contact and work cooperatively with MEA staff, management, Board of Directors, and elected local leadership to promote a positive image of MEA and the value of MEA membership.

9. Other:

- Participates in special assignments and projects designed to further the goals and objectives of the MEA.
- Performs the necessary routine requirements including the timely submission of expense vouchers, leave requests, activity reports, and other administrative requirements as assigned.
- Performs other duties as assigned.

Minimum Qualifications

- BA in Communications, journalism, public relations or other relevant field
- Five years of recent experience (within 5 years) in the field of communications including print media, public relations, broadcast, and social media
- Excellent writing and editing skills (writing sample(s) required from individuals selected for interview)
- Understand the dynamics of organizing and recruiting members and volunteers
- Working knowledge of union and education issues
- Must have a valid driver's license
- Ability to travel and work various hours including evenings and occasional weekends

Desired Qualifications:

- MA in Communications, journalism, public relations or other relevant field
- Experience in Graphic Design

MEA is an Equal Opportunity, Affirmative Action Employer