

Public Affairs Specialist

1. Function

The Public Affairs Specialist serves as a lobbyist for the Association. They will work alongside trained The SCEA members to craft and develop legislation while nurturing and managing relationships with government officials, political organizations, school districts, and media outlets. As the lead communications professional for The SCEA, this person will be responsible for branding the Association and championing communication strategies that align with The SCEA's mission and strategic priorities.

The Public Affairs Specialist assists The South Carolina Education Association (SCEA) in achieving its goals and strategic priorities. This includes recruiting, promoting, and retaining membership and identifying and developing new leaders in areas such as political advocacy, government relations, public affairs, and communications.

This person will work closely with the Executive Director to develop and implement programs, operating systems, and structures designed to strengthen the Association's power and influence in governmental decision-makers that strengthen the Association's brand with the membership and public in South Carolina.

2. Responsibilities

The role requires strict adherence to company procedures, policies, and best practices to ensure compliance and uphold the Association's standards of excellence.

- Engaging with government stakeholders to influence policy outcomes and effectively communicating the organization's messages to key audiences.
- This includes addressing media inquiries and providing exceptional customer service through various communication channels.
- Collaborating with other staff members, recruiting and training members in political action and communications, as well as staying updated on pertinent state and federal legislation affecting members' advocacy, are key responsibilities.
- Maintaining social media profiles, supporting local associations in establishing effective public relations initiatives, and developing partnerships with compatible groups.
- Writing op-ed pieces, overseeing the organization's webpage, coordinating political action and communications programs, and developing and implementing the Association's brand and communication concepts.

- Utilizing available resources to deliver programs and support to local associations and members through workshops and training sessions is essential.
- Planning and delivering training sessions for leaders and members, implementing media strategies, and tracking social media coverage are included duties.
- Contributing to impactful events and projects, aligning membership activities with overall Association goals, providing expertise as needed, attending conferences and workshops, and initiating proactive communication strategies for membership retention.
- Routine administrative tasks and other duties assigned by the Executive Director are also part of the role.

3. Minimum Qualifications

Education: Bachelor's degree

Experience: Experience in a job-related position or experience in a related Association/union.

Technical: Microsoft Office Suite

Other: The ideal candidate should possess the following qualities:

- Have flexibility, good judgment, initiative, and the ability to be effective under pressure.
- Work independently but also collaborate well with other staff members, members of the Association, and the public.
- Ability to prepare written materials, possess strong organizational skills and attention to detail and demonstrate the ability to handle multiple priorities efficiently in a fast-paced, change-oriented environment.
- Excellent written and verbal communication skills, including the ability to articulate complex concepts clearly and concisely.
- Build and develop strong and effective relationships with members and potential members.

Residence: This is a headquarters position. Periodic statewide and out of state travel required as needed.

4. Authority and Relationships

This position is part of the Bargaining Unit and is subject to the terms, salary, and conditions of employment contained in the Collective Bargaining Agreement (CBA) between The SCEA Executive Board and the South Carolina Staff Organization (SCSO).

Reports to the Executive Director and/or Designee.

5. Salary Range

Per the Collective Bargaining Agreement (CBA).

6. Deadline

Please submit a cover letter, resume with three business references, and any letter of recommendation to the Interim Executive Director, Dominic Padilla (DPadilla@NEA.org), by May 3, 2024.