



Kentucky Education Association
Job Description

Title: Communications Director
Employment Status: Fulltime
Supervisor: Executive Director or designee
Date Revised: May 1, 2018

Summary of Position:

The Communications Director develops and implements the KEA communications program and serves as chief Public Relations adviser for the Association. The Communications Director handles internal and external messaging for the Association through written, oral, visual, print and digital modes.

KEA Mission and Vision:

KEA is the preeminent voice for quality public education. We unite, organize and empower our members to advocate for themselves and to ensure a quality public education for every Kentucky student.

Association Values:

- **Advocacy:** uses effective, meaningful communication and action to promote the interests of school employees and public education
- **Collective Action:** works together to achieve common goals
- **Integrity:** demonstrates sincerity, trustworthiness and reliability
- **Professionalism:** directs sound judgment, empathy, and high standards
- **Respect:** consistently values individuals and their contributions
- **Unity:** lays the foundation for a strong association through shared vision

Essential Position Responsibilities:

Association Liaising: Assists field and headquarters staff and statewide elected officers with communications consistent with the vision, mission and values of the Association. Assists local associations with communication strategies as well as crisis situations, as needed. If assigned by the Executive Director, may serve as member of KEA lobbying team. Serves as liaison to KEA committee(s) as assigned. Develops and presents training on communications and media relations as requested. Establishes and develops professional relationships with NEA Communications team and related NEA staff.

Communications, Media Creation and Analytics: Serves as editor of *KEA News* and all other print and digital publications of the Association. Develops membership materials. Writes testimony, position papers, letters, and various advocacy pieces. Prepares and posts material for KEA Facebook page, Twitter feed, and other social media sites; this work may include graphic design, creating and editing video, and photography. As requested, and working with the Website Coordinator, develops material to be posted on the KEA website to advertise Association activities and events. Assist in the identification and developments of strategies aimed at building

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and retaining membership segments, measure and analyze the effectiveness of such strategies. Assists with special projects and performs such other duties as may be assigned by the Executive Director or designee.

Media and Public Affairs: Coordinates media relations including news conferences, press releases, and inquiries from media. Coordinates the advertising and other public relation activities of the Association. Advises officers/staff regarding media relations and public relations aspects of issues and challenges facing the Association.

Planning: Build strategic organizing communications campaigns that drive action. These campaigns will target members, prospective members, parents, the public or influencers to build support of KEA advocacy campaigns as well as support membership growth efforts. Coordinate, leverage and execute comprehensive communication strategies to support these campaigns.

Education & Experience:

- Bachelor's degree in communications, journalism, marketing communications or related field required; advanced degree preferred
- At least three years of professional experience with campaign execution in a labor, campaign or political environment, legislative advocacy, membership outreach and development, and/or volunteer organizing. Experience must include strategic communications that were used to drive action for labor, non-profit, government, electoral campaign or political causes; some corporate campaigns could also fit this requirement.
- Extensive computer skills:
 - Demonstrated proficiency in Microsoft Office (2013 or later), including Word, Outlook, PowerPoint, Excel, Publisher
 - Demonstrated proficiency in Adobe Creative Cloud products, including Photoshop, Acrobat, Acrobat Distiller, Illustrator and InDesign
 - Extensive knowledge of Facebook platform and experience administering FB pages
 - Extensive knowledge of Twitter platform and experience administering Twitter feeds
- A working knowledge of how to use both traditional and digital media to educate targeted audiences and drive action is required. Demonstrated understanding of how initiatives in media relations, advertising, digital engagement, government relations, direct marketing/engagement and development fit together in a successful communications strategy.
- Excellent writing skills required
- Excellent verbal communication skills required

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Other Requirements:

- Ability to work independently and collaboratively
- Ability to foster and maintain excellent working relationships with colleagues, Association officers and members, media contacts and members of the public
- Ability to maintain physical condition and stamina appropriate to the performance of assigned duties that may include sitting and standing for extended periods, operating office equipment, using technology and limited lifting and carrying related to office responsibilities
- Must agree to and pass a criminal background check
- Flexibility, willingness and ability to work long hours, nights and weekends
- Willingness to travel extensively by various conveyances, including driving an automobile

Location: KEA Headquarters, Frankfort, KY.

Closing date and point of contact: KEA will accept applications until 5:00 p.m. eastern on Friday, June 8, 2018.

Qualified candidates should send a detailed resume and cover letter to:

Tammy Green, Human Resources Specialist
KEA
401 Capital Avenue
Frankfort, Kentucky 40601
tgreen@kea.org

Email submissions are acceptable. Candidates selected for an interview will be asked to provide references and a portfolio of previous work.