

DIRECTOR OF COMMUNICATIONS

Professional Experience

Required

1. A minimum of five years' experience in public relations/affairs, campaign communications, marketing, publication production, graphic arts, advertising, television, radio, photography, and film
2. Demonstrated experience in performing proactive media outreach and maintaining good working relationships with media representatives

Preferred

1. A Master's Degree in a communications related field
2. Experience in public school teaching and advocacy organizational work

Knowledge and Abilities

1. Exemplary writing, oral and analytical communication skills
2. Ability to establish priorities in the face of competing demands
3. Superior interpersonal skills
4. Ability to gather data, analyze trends and issues that impact the goals and plans of the organization
5. Ability to create a strategic communications plan and message framework(s)
6. Ability to operate in a fast-paced environment and productively participate in strategic planning
7. Understanding of or previous experience with the labor movement or other advocacy organization
8. Understanding of the political process and state education agency operations
9. Knowledge of marketing and advertising
10. In-depth knowledge of various media and journalistic platforms, including print and online media tools
11. Demonstrated ability to generate positive media coverage
12. Ability to train and create tools to support others in media relations and written communications

Current Responsibilities

1. Develop and execute proactive earned media outreach, including but not limited news releases, fact sheets, media advisories, story pitches, op-eds, and letters to the editor
2. Plan and organize media events
3. Establish and maintain contact with traditional and new media outlets and representatives throughout the state
4. Prepare and produce the Association's member periodical, IEA Reporter, per a timely, regularly scheduled publication calendar

5. Manage efforts to build an online community and maximize communications among IEA members using the organization's website and other electronic media tools
6. Oversee the production of radio and TV spots and coordinate efforts to place them on the air
7. Help develop educator image campaigns and materials
8. Assist in the development and distribution of membership promotional materials
9. Serve as co-staff leader, with the IEA Director of Technology, of the IEA's website and work with other appropriate staff and governance in organizing and maintaining the page
10. Develop and continuously review a strategic communications plan that includes message frameworks that align to the programmatic and organizational mission and goals of IEA
11. Oversee the development, production, and editorial direction of high-quality, effective print, and video communications
12. Prepare internal communications to keep Association leaders and staff throughout the state informed on current issues
13. Prepare updates that are aligned to strategic message frameworks on external committees, taskforces and internal IEA events that assist the Director of Digital Communications and Technology in populating digital content
14. Serve as primary communications staff for digital communications when the Director of Digital Communications and Technology is unable
15. Prepare Association leaders and, as appropriate, Association staff to talk with the media and participate in media events or programs
16. Act as a resource person for local Associations that need specific help with public relations or communications
17. Prepare and present public relations workshops for leadership conferences, regions and locals as needed
18. Coordinate with other state affiliate communications staff, especially those in the Pacific Region, and with NEA's national communications staff on campaigns and materials
19. Work with other education-related groups throughout the state to develop and promote a positive image for public education in Idaho
20. Maintain a list and data entry of trained media spokespeople and enter training attendee data as needed
21. Serve as secondary spokesperson for the Association
22. Working with the Director of Digital Communications and other staff members, develop materials and collateral such as fact sheets, speeches, direct mail, website and e-advocacy content, flyers, postcards, etc.