

NEA-NEW HAMPSHIRE

NOTICE OF POSITION OPENING

JOB TITLE: Coordinator of Communications

INTERNAL/EXTERNAL POSTING PERIOD: June 23-July 7, 2009

RANK: Professional Bargaining Unit

GENERAL SUMMARY: NEA-NH is seeking a creative individual to provide communications support to advance the goals of NEA-NH and its local affiliates. The successful candidate will work to position NEA-NH and its local affiliates as the expert voices on public education by creation and promotion of media opportunities for NEA-NH/local affiliate elected leaders and spokespersons. The Coordinator of Communications will provide expert communications assistance to NEA-NH/local affiliate organizing, legislative, and political action initiatives.

EDUCATION, EXPERIENCE & CERTIFICATION/TRAINING REQUIREMENTS:

Bachelor degree in Journalism, Marketing, Public Relations or Communications, *or an equivalent combination of education and experience from which comparable knowledge and skills may be obtained.*

Experience working in the field of education, a union and/or not for profit organization are highly desired.

A minimum of five years of professional work experience in journalism or public relations is preferred. Experience would include advocacy writing, serving as an organizational liaison to media and constituency groups, serving as organizational spokesperson and developing communication strategies to improve image and convey the organization's mission.

ESSENTIAL FUNCTIONS OF THE JOB:

Serve as a communications advisor, trainer, and strategist to NEA-NH elected leaders and staff:

- Provide on-site communications expertise (support, service and information) to NEA-NH/local affiliate elected leaders and staff in support of Association initiatives and challenges.
- Promote NEA-NH resources.
- Research, analyze, and evaluate studies, reports, and education and legislative issues to provide counsel and planning for NEA-NH and local affiliate use.
- Serve as an Association liaison in identifying spokespersons, setting up interviews, and arranging media opportunities. Draft, prepare, and distribute news releases, media advisories, and press packets. Work with various media contacts and NEA-NH/local affiliate leaders, departments, and staff to promote media coverage on Association positions and initiatives.

- Initiate, plan and execute media strategies, tactics, and measurements for achieving Association public relations and communications goals including special events such as forums, media tours (electronic, satellite, and on-site), news conferences, seminars and summits that spotlight NEA-NH and local and national affiliate issues and initiatives.
- Initiate and arrange media interviews for NEA-NH and local affiliate leaders including preparation of statements, talking points, advisories, background information, and oral briefings.
- Write or provide information for the NEA-NH president including speeches, statements, positions, letters, brochures and fliers as need by the NEA-NH president, Board of Directors or other NEA-NH staff.
- Initiate, develop, and implement strategies to improve the public image of NEA-NH and local affiliates with targeted audiences, communities, business partners, and other external groups and organizations.
- Coordinate branding activities with NEA-NH leadership and management.
- Plan and implement procedures that maintain and constantly update issues related to NEA-NH and NEA national affiliate goals in state and local media.
- Participate as a member on a variety of NEA-NH work teams and participate in strategic planning for NEA-NH communication departments.
- Partner with the NEA-NH Coordinator of Information and Technology to maintain the content of the NEA-NH website. Respond to website inquiries and/or forward to appropriate staff for response.
- Write, prepare and edit issues of the Educator and The NEA-NH Insider. Proofread all NEA-NH publications and serve as the NEA-NH photographer. Requires extensive computer work and demonstrated professional desktop publishing experience.
- Coordinate the development of the NEA-NH pocket calendar, Bylaws and work with the Director of Financial Services and other staff in the development of membership materials.
- Serve as the primary liaison with NEA Public Relations department to access NEA information, materials, and communications support. Initiate and lead discussions with NEA-NH elected leaders and staff to plan and execute programs, produce products and implement initiatives to support attainment of Association goals.
- Synthesize and summarize NEA and other publications/communications into talking points for distribution to NEA-NH members and staff.
- Create and present communications and issue training sessions to NEA-NH elected leaders and staff — including the identification of leaders and staff who should participate in such training.
- Maintain NEA-NH communication files.

OTHER JOB DUTIES:

- Attend conferences and meetings on issues of importance to NEA-NH and NEA.
- Participate in professional development training sessions as appropriate.
- Assist in analysis of media coverage of assigned issues.
- Accept such other responsibilities as may be reasonably requested by the Executive Director or designee.

WORKING CONDITIONS: This position requires flexible hours and occasional night and weekend work and travel in-state to local affiliate meetings/events and out-of-state for limited NEA meetings/events.

SALARY AND FRINGE BENEFITS: This is a Professional Bargaining Unit position with benefits as provided in the Master Agreement between NEA-NH and the staff union. Salary schedule ranges from \$74,140-\$104,322 depending on experience and qualifications. A generous benefit package is provided as per the contract.

HOW TO APPLY: Please send resume and cover letter to:

Debra Schwoch-Swoboda, Executive Director
NEA-NH
9 South Spring Street
Concord, NH 03301

Or E-mail to Debra Schwoch-Swoboda, Executive Director, at dswoboda@nhnea.org.

The deadline for submission is July 7, 2009.

NEA-New Hampshire is an equal opportunity employer and encourages applications from women and minorities for all vacancies.