

COMMUNICATIONS SPECIALIST

The Arkansas Education Association (AEA) announces a vacancy for a Communications position. The preferred candidate will have excellent communication skills and has the ability to work well with people. AEA is a professional organization in Arkansas representing thousands of public school employees, retirees and students. Salary based on experience. AEA offers a benefits package including health, dental, and vision care coverage, life and disability insurance coverage, travel allowance, paid holidays, and more.

The Communications Specialist is a part of the Communications Division and will report directly to the Executive Director. The Communications Specialist will coordinate and direct, in consultation with the Executive Director, campaigns, publications, design, social media and website maintenance to reach target audiences.

The preferred candidate will possess the following qualifications:

- A four-year college degree, in communications or English
- Communications skills for internal and external audiences
- Comprehensive social media skills over multiple platforms
- Ability to meet strict deadlines
- Ability to work independently
- Technology skills including experience with Microsoft Office Suite; Illustrator, Photoshop and Adobe Acrobat, GIF and JPEG; MAC Operating system and applications
- Ability to work cooperatively with a diverse staff; must be professional
- Ability to create collateral material for both print and digital genres
- Strong collateral portfolio
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Special Skills Required:

- Writing and editing skills
- Strategic communications
- Media relations
- Social media
- Basic graphic design/desktop Publishing
- Short videos production (shooting and editing)
- Website management
- Database management

Job Responsibilities:

Media Relations/Social Media

- Know media outlets & publications
- Cultivate and maintain key news media relationships, including broadcast, online and print media contacts. Pitch story ideas and coordinate media interviews with prepared spokespeople.
- Seek opportunities for AEA to contribute to articles, editorials, TV, radio talk shows, and blogs
- Draft press releases
- Maintain AEA's blog, Twitter, Facebook, and other social media accounts, and oversee the Editorial Calendar to schedule postings
- Use software such as Sprout to track AEA's usage on social media

- Maintain file of the latest news clippings featuring AEA and/or its work

Publications/Graphic Design/Video

- Design publications produced by AEA, including The Educator
- Integrate appropriate photos, artwork, graphs, and charts to better show data
- Assist with the design of infographics to convey information
- Work closely with staff in editing and designing their work
- Manage production (printing vendors, etc) of publications and organize distribution methods
- Shoot and edit short videos using editing software

Website Maintenance/Contact Management Database/E-Advocacy Database

- Maintain web site to keep it current and user friendly
- Develop good working knowledge of our CRM and serve as primary entity on member communication as well as back-up for sending legislative information and alerts to members

Messaging for Policy Issues

- Have basic knowledge of AEA's primary policy areas and follow their coverage in the media
- Work with public affairs and UniServ staff and national resources to design messaging and create and implement strategic communication campaigns for policy issues
- Develop legislative communications and information strategies as requested by Executive Director

Public Relations

- Develop, implement, and evaluate an annual communications plan that includes policy issues, fundraising, and branding the organization in order to garner support for our organization and our ideas

Other

- Maintain the computer files of current and past publications to make sure they are easy to access
- Maintain the organization's archives of hard copies of past publications
- Write communications grant proposal to NEA and other foundations
- Oversee the Communications Intern and manage their workflow

Application Procedures: Any person wishing to be considered for this position should send letter of interest and resume with three references to:

Tracey-Ann Nelson, Executive Director

AEA, 1500 West Fourth Street, Little Rock, AR, 72201

Email: atjones@aeanea.org

Application Deadline: Open Until Filled

AEA IS AN EQUAL OPPORTUNITY EMPLOYER