Colorado Education Association
Vacancy Announcement
Exempt Staff
Assignment: Director of Communication

Posting Date: May 3, 2022  Closing Date: May 31, 2022 (5:00pm MST)

The Colorado Education Association is the largest union of educators in the state with more than 39,000 K-12 teachers, higher ed faculty, and education support professionals, as well as students preparing to become teachers, and retired educators. Our mission is to work collectively to provide the best public education for every student.

The Colorado Education Association is seeking qualified applicants for a Director of Communications position.

The Colorado Education Association is recruiting experienced and qualified candidates who are passionate about helping elevate educator voices to improve working and learning conditions for educators and students. The ideal candidate will be deeply committed to our mission, enjoy working to translate bold vision into effective program, and be experienced in strategic and tactical communications campaign planning. The role requires someone who is a strategic thinker, engages effectively with stakeholders, and can foster effective communication and information sharing. The Director of Communications will be responsible for uplifting member and leader voice in the media and in a variety of media formats including but not limited to print, television, radio and digital platforms.

The Colorado Education Association is an equal opportunity employer. We actively encourage people of color, women, individuals who identify as LGBTQ+, or gender non-conforming, people living with disabilities, veterans, and bilingual people to apply for open external positions at CEA. CEA is committed to creating a diverse environment and is proud to be an equal opportunity employer. CEA will consider all qualified applicants without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, or age.

The Director of Communications is a Denver based position. CEA is currently operating in a hybrid work environment.

Essential Qualifications Required

- Bachelor’s degree
- Three or more years of experience working with local, state, and national media.
- Experience developing strategy, messaging, and communications plans and content for communications local and state campaigns.
- Knowledge of current forms of media, advertising and branding.
- Demonstrated experience building and maintaining press lists and fostering relationships with the press.
- Experience bringing diverse stakeholders together
- Demonstrated experience developing comprehensive communications plans
- Superior writing skills that include the ability to synthesize information into messaging and written communications and developing a narrative for organizational uses
- Excellent proofreading, grammar, and spelling skills
- Demonstrated experience in writing quality content and capturing quality images and video for print and electronic publications
- Demonstrated experience in using website content management systems, as well as mastery of Microsoft Office Suite and Adobe Creative Cloud programs (e.g. Photoshop, Illustrator, InDesign) and media platforms such as Meltwater.
- An understanding about issues related to systemic racism and social justice and a commitment to advance diversity and social justice.
- Knowledge of organizing principles and ability to develop and implement organizing plans
- Ability to work in a team environment, demonstrated use of sound professional judgment, and conflict resolution skills
- Training and presentation skills
- Understanding of membership-based organization; willingness and ability to advocate for the membership and goals of the organization
- Ability to build and maintain effective working relationships with staff and leaders
- Project planning and management skills; ability to effectively manage multiple priorities and manage time and financial resources
- Willingness and ability to expand knowledge and skills in a rapidly changing environment

Preferred Qualifications
- Experience doing public and media relations for a labor union, or a membership based or social justice organization
- Knowledge of national, state, and local education policies and issues
- Experience working closely with senior leadership of an organization to capture their voice, provide strategy, and to prepare them for media and public speaking opportunities
- Experience with integrating communications into organizing, legislative, and electoral strategies
- Experience speechwriting
- Demonstrated experience with crisis communications
- Graphic design, video editing, and photography experience

Job Responsibilities

Communications Strategy and Planning:
- Collaborates with Communications team and appropriate internal and external stakeholders to develop and implement CEA’s strategic communication plan
- Manage CEA’s relationship with third party PR firms including coordinating PR support, ad buys, and ad placements
- Develop and manage relationships with the media including serving as the first point of contact for all media inquiries; write press advisories/releases and complete follow-up calls; responds to press inquiries with a sense of urgency and timeliness.
- In collaboration with Government Relations, develops legislative communications strategy including meeting with reporters prior to legislative session, coordinating committee testimony and messaging, work with members on lobby day communications, craft relevant talking points and collateral materials for legislative priorities and develop strategies to support letters to the editor from members and Association leaders
- Develop messaging and materials for CEA priorities, values, policy positions and Association activities and programs
- Work with the communications team to develop an annual editorial calendar to support CEA communications strategy

Publications and Reports:
- Responsible for working with the Director of Digital Communications to produce content for The CEA Journal publication and website
- Collaborate with the Communications team and other appropriate teams to produce various external reports such as the annual Delegate Assembly report, legislative scorecard, etc.
Member Engagement
  o Develop and implement plans to collect member stories and distribute through various communication platforms
  o Provide media, messaging and public relations training, consultation, presentations and related assistance to all CEA leaders and staff, as requested.
  o Provides support to the Communications team related to member storytelling, earned media events, publication and video content creation and distribution, and other matters, as needed

NEA Coordination and Collaboration:
  o Collaborate with NEA, other state affiliates, CEA’s communications firms, and external partners on communications-related projects
  o Develop concept to earn financial support in NEA State Affiliate Paid Media Assistance Program and execute plan when awarded funds

Other:
  o Track and analyze expenses for various communications related budget line items
  o Advances CEA’s brand, mission, policy positions and reputation
  o Some travel required
  o Provide support to CEA staff and managers and perform other duties, as assigned

Compensation and Benefits

This is a bargaining unit position with a salary range of $68,218 to $123,475 based upon prior experience. Fringe benefits include auto allowance; liberal vacation and sick leave; holidays; health, dental, disability, and life insurance; defined contribution retirement benefit and 401(k) plan.

Application Procedure

To complete an application, please visit the CEA career opportunities website - https://www.coloradoea.org/about/career-opportunities/.

Applications will be reviewed on a rolling basis but must be received by CEA by 5pm(MST), May 31, 2022. The letter of interest that you will be asked to submit should be addressed to Hiring Manager at:

  Colorado Education Association
  1500 Grant Street
  Denver, Colorado 80203