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

Posting Date: July 1, 2022
Closing Date: July 15, 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 Digital 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, thrive on finding ways to overcome challenges and enjoy working to translate bold vision into effective program. The role requires someone who is a systems thinker, engages effectively with stakeholders, and can foster effective communication and information sharing.

The Director of Digital Communications will be responsible for developing, overseeing and managing CEA’s digital and electronic communications and engagement strategy and supporting local affiliates to do the same.

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 Digital 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 social and digital media experience in a professional capacity. Experience working for a labor union, or a membership based or social justice organization is preferred.
- Mastery of Microsoft Office software and Adobe suites.
- Knowledge of best practices in web usability, information architecture, design and writing and with web analytics.
- Knowledge of the latest social media trends, with an ability to identify new trends, platforms, ideas and campaigns.
- Knowledge of communications strategies and their application in both traditional and new media landscapes.
- Excellent verbal, written and interpersonal communication skills, including proven editing and proofreading abilities.
Keen eye for detail and accuracy.
Experience creating strategic communications plans and messages for various campaigns.
Demonstrated experience with web and graphic design platforms and basic design skills for electronic and print publications and social media.
Experience using social media, website content management systems, online action tools, and mass email, and text platforms
Experience with recording and editing audio, video, photo taking, and editing
Experience with elevating digital presence through search engine optimization
Experience developing and placing social media and digital ads to amplify organizational and campaign messaging
Experience using data analytics to inform digital engagement strategies
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 judgement, and conflict resolution skills
Training and presentation skills
Understanding of membership-based organizations; 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

Job Responsibilities

Manage the organization's digital content and delivery, including but not limited to social media channels and electronic communications
Develop and implement a proactive digital communications strategy to increase the Association's social media presence to advance CEA's brand and reputation and to engage members and the community in CEA's programs and activities.
Develop digital engagement strategies to support CEA's strategic plan and programs, with platforms such as EveryAction/VAN, Hustle, Mobile Commons, Salesforce Marketing Cloud, etc.
Work with CEA Leadership and communications team to develop and implement annual communications plan.
Provide training, guidance, and support to local staff and leaders to develop social media and digital engagement plans/strategies.
Work with the Communications team to develop an annual editorial calendar to help develop a proactive communications strategy.
Work with the Communications team to develop and place digital and social media ads to support CEA's strategic plan.
Responsible for content updates, structural changes, and aesthetic design of CEA's website, landing pages, and campaign microsites.
Produce, edit, and posting process for CEA video projects.
Responsible for liaison relationship with third-party website host and other digital communications vendors.
Work with content editors and key stakeholders across the association to ensure that online content reflects CEA's goals and vision.
Collaborate with NEA, other state affiliates, CEA's public relations firm, and external partners on digital communications related projects, including but not limited to photo and video support, campaigns, and other projects.
Provide support to the Communications team related to member storytelling, earned media events, publications and video content creation and distribution, and other matters, as needed.
- Track and analyze expenses for various communications related budget line items.
- Support the production of *The CEA Journal* publication, both print and electronic versions, and coordination of related tasks (i.e. advertising, printing, mailing, etc.)
- Collaborate with the Communications team and other appropriate teams to produce various external reports such as the annual Delegate Assembly report, legislative scorecard, etc.
- Performs 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/](https://www.coloradoea.org/about/career-opportunities/).

Applications will be reviewed on a rolling basis but **must be received by CEA by 5pm(MST), July 15, 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