

## **Communications and Political Specialist**

The Prince George's County Educators' Association (PGCEA) represents more than 10,000 certified employees, including classroom teachers, school counselors, speech pathologists, media specialists and other non-supervisory educators in the Prince George's County Public School (PGCPS) system.

PGCEA is seeking an experienced communications and political specialist with 4-6 years of experience in strategic program and campaign planning and implementation. This is an exciting opportunity for the right person to help build an innovative program with measurable impact in areas of narrative development, member and community engagement, and advocacy for policy and program that supports and advances a quality public education for every student in Prince George's County. The successful applicant will function as a member of the senior strategic team, in partnership with the PGCEA Board.

PGCEA is seeking a professional with experience and demonstrated success in digital engagement, including social media; media relations; writing and editing; strategic campaign support; and development of advocacy initiatives that support policy and program.

The successful applicant for this position will:

- Implement a comprehensive strategic communications and political program plan.
- Develop a member engagement and advocacy program with measurable impact on education policy and program.
- Implement the development and delivery of written materials, including e-newsletters, blog posts, press releases and media advisories, website updates, and social media and ensure consistent branding in all aspects of PGCEA's work.
- Implement metrics reports to measure effectiveness of external communication channels with the goal of continuously improving strategy to reach and engage members.
- Maintain relationships with media, including reports and editorial boards.
- Identify strategic media opportunities, organize public press events, respond to media inquiries and serve as on-the-record point of contact for the organization.

Education/Experience:

- Bachelor's in English, marketing, communications, journalism, public relations or equivalent.
- 4-6 years' experience managing communications, media projects or political programming.
- Excellent writing, editorial expertise and communications skills and the ability to translate information for all audiences.
- Functional knowledge of website management (i.e. HTML, FTP, etc.) WordPress, and social media (Twitter, Facebook, Instagram).

- Functional knowledge of communication platforms (i.e. Action Network and Constant Contact).
- InDesign and other software knowledge and experience.
- Photoshop knowledge and experience.
- Excellent project management skills with demonstrated experience meeting tight deadlines and providing fast turn-around of quality products and working in a high pressure environment.
- Excellent organizational skills and superior attention to detail, thrive in a fast-paced environment and work on projects simultaneously.
- Ability to prioritize work assignments.
- A strong commitment to organized labor and the role of educators in public schools.
- Ability to be flexible.

Other skills desired:

- Imagination, creativity, strong listening skills and high energy.
- Bilingual in Spanish/English a plus.
- Knowledge of current education, political and legislative issues at the local, state and national levels.

## **Core Responsibilities**

### Communications

- Develops communications content and materials using a variety of tactics (written communications, presentation materials, text, Zoom and other platforms, town halls, small group meetings) to articulate key message and foster member engagement.
- Responsible for association communications/publications including print, digital media and online engagement through social media.
- Responsible for internal and external public relations/marketing programs including news releases to media.
- Draft and write press releases, talking points and provide content for bi-weekly newsette.
- Maintain relationships with key players in the media.
- Plan and strategically organize press conferences.
- Work with the Communications liaison and administrative team in the development of the Web page content.
- Work with leadership on message development and delivery.
- Coordinate communications with committees for printing needs.
- Assist in message development for PGCEA/MSEA leadership and management.
- Manage PGCEA social media pages and channels including Facebook, Twitter, and YouTube.

- Coordinate and review all association correspondence, and printed materials distributed to membership from committees to insure consistency with strategic plan and logo usage.
- Ensure all association internal and external content is up-to-date, engaging, and informative.

### Government Relations

- Inform members, via various communications about policy considerations affecting their work.
- Follow the flow of legislation and advocate for PGCEA's positions on relevant bills, which would include preparation of testimony to committees and written communications to elected officials.
- Communicate to members concerning election activities consistent with PGCEA priorities.
- Provide research support to PGCEA committees and staff concerning candidate recommendations.
- Promote legislative advocacy among members through various internal communication vehicles.
- Establish and maintain working relationships with legislators and other government officials' public relations officials including their staff.
- Assist with lobbying efforts to advance the PGCEA legislative agenda.
- Manage Capwiz/Action Network as an on-line lobbying platform.
- Serve as liaison to external political organizations, including political parties.
- Liaison to committees of recommended candidates

### Competitive salary and benefits:

Starting salary is commensurate with experience. Excellent benefits including short- and long-term disability, life insurance, health insurance, generous vacation, sick, and holiday leave schedules provided. PGCEA is an equal opportunity employer, and we strongly believe our organization and our work benefit from the experiences and perspectives of a diverse staff.

Qualified applicants should send cover letter, resume, salary requirements and 3 writing samples to:

Yahnae Barner, Executive Director

PGCEA

8008 Marlboro Pike

Forestville, MD 20747

[pgceahelpdesk@pgcea.org](mailto:pgceahelpdesk@pgcea.org)

ATTN: Communications and Political Specialist