



Digital Media Storytelling Specialist, Public Affairs/Communications

Maryland State Education Association (MSEA) is the Maryland affiliate of the National Education Association (NEA). MSEA is a union and professional association headquartered in Annapolis, Maryland representing 75,000 educators and school employees working in Maryland's public schools. MSEA is dedicated to improving the teaching and learning experience; negotiating professional compensation and advocating for increased education funding and working conditions for public school employees; promoting academic achievement for all students; and protecting labor, civil and human rights for all.

JOB SUMMARY: The digital media storytelling specialist develops creative, innovative, engaging, and informative digital content for MSEA and its local affiliates. This position will play a key role in creating and implementing digital-first and integrated cross-media communication strategies and projects to highlight the work and advocacy of Maryland's public school educators. The digital media storytelling specialist has an engaging creative vision, excellent collaboration skills, and the ability to engage diverse audiences while working closely with multiple local affiliate communication teams across the state. This position creates video, social media, and a wide range of other online content and contributes to statewide and local campaigns to elevate the authentic voices and experiences of educators in exciting, strategic, and imaginative ways.

RESPONSIBILITIES:

- Generate, edit, publish, and share social media content daily.
- Design and implement social and visual media strategies and initiatives that integrate with and further MSEA's communications, campaign, and advocacy goals.
- Create and design social media content in engaging and varied formats such as GIFs, short videos, etc.
- Develop, record, edit, and publish video content highlighting MSEA members and priorities using our on-site video studio and by recording members at their schools and worksites.
- Work with Communications, Center for Public Affairs, and local affiliate staff, play a key role in developing digital rapid-response communications to fast-moving political, policy, or local advocacy issues.
- Contribute and implement ideas for issue- and membership- specific communications campaigns (i.e., support staff, racial and social justice, early career educators, etc.).
- Help to design, develop, test, implement, and monitor digital advertising campaigns. Work with colleagues and outside agencies that further MSEA's communications and campaign goals.
- Liaise with local affiliate staff and leaders to develop new materials and approaches that communicate MSEA's values to current and potential members.



- Provide social media and video support, content ideas, and digital rapid response for MSEA's engagement in electoral campaigns.
- Serve as a resource and advisor to MSEA leaders and local affiliate leaders and staff on graphic design, content creation, social media, and video best practices.
- Remain current on the latest visual and social media trends and help push the envelope for our communications to be as engaging, relevant, and far-reaching as possible.
- Work extended hours including weekends and evenings when necessary, to perform assigned responsibilities. Some driving within the state of Maryland may be required.

QUALIFICATIONS:

- Bachelor's degree in communications, graphic design, film, digital media, political science, or other relevant fields.
- 3 years or more of experience as a digital storyteller, videographer, digital creative strategist, social media manager, graphic designer or a similar role which included producing and publishing video content.
- Strong technical skills in videography and graphic design.
- Extensive knowledge of major social media platforms and analytical tools and an abiding interest in discovering and expanding to future platforms.
- Ability to film on location, including set up and take down of cameras, microphones, lighting, props, and other equipment.
- Knowledge of post-production techniques including adding graphics, closed captioning, lighting corrections, and background noise reduction.
- Experience with video concept planning, storyboarding, and scripting.
- Proficiency in visual editing tools within Adobe Creative Cloud, including Premiere Pro, Photoshop, Illustrator, and InDesign.
- Skilled at writing clear, cogent, and compelling copy, sometimes within a tight turnaround time. Ability to write in a variety of voices—from humorous and irreverent to serious and substantive—highly desirable.
- Creativity, sense of humor, eagerness to try new things.
- Ability to couple a long-term strategic mindset and timeline with the fast turnaround and quick thinking of rapid response communications.
- Exceptional time management skills with the ability to multitask, often attending to multiple issue areas, campaigns, and deadlines at once.
- Able to easily communicate creative ideas and collaborate in a team environment.
- Experience in political or advocacy campaigns, unions, or public education advocacy a plus.



- Experience training organizational leaders on online campaign and social media best practices a plus.
- Ability and willingness to periodically engage in local travel and work extended hours.
- Has a valid US driver's license that complies with the state of Maryland.

Compensation

Salary: The starting salary range for this position begins at \$90,577 and is linked to the 2022-2023 collective bargaining agreement.

Date of Employment: As soon as possible

Submission deadline: Open until filled

Email address: careers@mseanea.org

Interested applicants should submit a resume, cover letter and employment application to the email address above. Applications can be found on the MSEA Careers website at marylandeducators.org. All applications must be typed.

MSEA is an EQUAL OPPORTUNITY EMPLOYER.

MSEA is committed to the principle of equal employment opportunity for all employees with a work environment free of discrimination and harassment. All employment decisions at MSEA are based on business needs, job requirements, and individual qualifications without regard to race, color, religion or belief, national origin, sex, age, sexual orientation, gender identity, marital status, or disability.