

DATE OF POSTING: October 2, 2018

TERMINATION DATE FOR APPLICATIONS: October 16, 2018

POSITION: **COMMUNICATIONS CONSULTANT**

COMPENSATION/BENEFITS: Per MESSA-PSA/USO Contract

STAFF RELATIONSHIP: Responsible to Gary Fralick
Director, Communications & Government Relations

EMPLOYMENT DATE: October 31, 2018

SEND APPLICATION AND RESUME TO: **Human Resources Department**
Michigan Education Association
1350 Kendale Blvd., P.O. Box 2573
East Lansing, MI 48826-2573

RESPONSIBILITIES, including but not limited to:

The MESSA Communications Consultant is responsible for the development and coordination of communications strategies, public relations, media, materials, and crisis programs to support MESSA Field Representatives, MEA UniServ Directors, coordinating councils and local associations in areas where retaining MESSA or securing new business is a critical issue.

The MESSA Communications Consultant is also responsible for providing communications counsel toward the development of public relations training materials and programs, including ensuring a unified message and look for field presentations related to MESSA and bargaining quality health insurance.

The responsibilities require a thorough knowledge of MESSA's plans, priorities, traditions, services, mission, goals and policies as well as the importance of quality, comprehensive MESSA health insurance to education employees. The responsibilities also require knowledge of collective bargaining.

The incumbent in this position must exercise a great deal of leadership, initiative and independent judgment, and must maintain a positive working relationship with members, local leaders, MEA and MESSA staff, specifically MEA and MESSA field staff.

SPECIFIC JOB FUNCTIONS:

Exercise initiative in the coordination and implementation of member communication and media strategies in support of local bargaining teams.

Work in concert with MESSA field staff, MEA and local associations to coordinate media contact programs in support of bargaining efforts to preserve and enhance comprehensive, quality MESSA health coverage.

Assist in the development of communications strategy and materials related to MESSA's response to PA 106 compliance, bids, RFPs and claims experience.

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SPECIFIC JOB FUNCTIONS (continued):

Assist with MESSA presentations and training at the statewide PR conference and other statewide communications/public relations training.

Assist in providing public relations, media training, and presentation skills to field representatives, association members and staff, as needed, including ensuring a consistent message and look in all MESSA presentations.

Assist with implementation of statewide media and government relations programs including writing press releases and working directly with media and editorial boards.

Collaborate with MESSA Assistant Manager of Communications on the preparation of MESSA membership promotional materials, one-page fact sheets, legislative materials, and other publications.

Maintain high quality standards in terms of content, writing, design and accuracy.

Assist with the writing of materials for the MESSA Executive Director including press releases, news columns, speeches, presentations and other materials as assigned.

Assist the MESSA Assistant Manager of Communications with the development of electronic communications such as videotapes, TV and radio scripts, PowerPoint presentations, and other audio/visual productions as assigned.

Provide related or other services critical to MESSA as assigned by the Director of Communications and Government Relations.

MINIMUM QUALIFICATIONS:

Bachelor's degree with major emphasis in Journalism, Communications or demonstrated related experience within past five years.

Demonstrated high level skills in writing news releases, newspaper columns, and marketing materials under deadline. Demonstrated editing skills, including mastery of English grammar and spelling.

Proven journalistic writing and public relations skills. Five years of recent reporting or similar communications experience preferred.

Demonstrated, well-developed proficiency in graphical design of presentations — including PowerPoint, printing techniques and materials, layout, design, and etc.

Demonstrated knowledge of MESSA and MEA history, mission and organizational structure. Association experience preferred.

Extensive knowledge of collective bargaining issues and strategies for education employees.

Demonstrated consulting skills.

Demonstrated sound and mature judgment, especially under crisis conditions.

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MINIMUM QUALIFICATIONS *(continued)*:

Excellent organizational, interpersonal and public-speaking skills.

Travel and overnight stays required—satisfactory driving record and valid driver's license.

Knowledge of the legislative process preferred.

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