

DATE OF POSTING: September 28, 2020

TERMINATION DATE FOR APPLICATION: October 5, 2020

POSITION: **COMMUNICATIONS MANAGER**

COMPENSATION/BENEFITS: Grade M8

STAFF RELATIONSHIP: Responsible to Gisgie Gendreau
Director, Communications & Government Relations

EMPLOYMENT DATE: As soon as possible

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

BASIC PERFORMANCE EXPECTATIONS:

Incumbents oversees the production of corporate publications, including video and written documents. Responsibilities may include directing the design, layout and production of marketing materials and multi-media presentations; prioritizing projects; approving the use of corporate logos; selecting consultants; monitoring the work of consultants; and proofing and editing print and electronic publications.

This position may supervise support staff.

ESSENTIAL DUTIES:

Supervise staff to include: prioritizing and assigning work; conducting performance evaluations; ensuring staff are trained; ensuring that employees follow policies and procedures; maintaining a healthy and safe working environment; and making hiring, termination and disciplinary recommendations.

Ensure that staff assist other departments with the development of marketing and communication plans, projects and strategies.

Review, edit and approve social media posts, electronic publications, videos and multimedia interactive projects.

Manage project workflow, prioritize project needs; determine work assignments; and ensure department efficiency.

Communications Manager
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ESSENTIAL DUTIES (continued):

Coordinate the design, layout and production of marketing materials.

Coordinate MESSA's social media strategy, including creating a social media content calendar, tracking engagement, performing competitive analysis, reviewing performance metrics and making recommendations for adjustments.

POSITION ASSIGNMENT SPECIFICALLY INCLUDES:

Assist in the development and maintenance of MESSA's communications program and review materials to ensure alignment with MESSA message, goals and objectives.

Support the department's efforts to coordinate and implement statewide PR programs.

Coordinate the work of advertising agencies and other outside consultants on marketing and member education projects.

Perform other duties of a similar nature or level.

MINIMUM REQUIREMENTS:

Bachelor's degree in marketing, communications or a related field.

Five to seven years related experience.

Demonstrated knowledge of:

- Managerial principles and practices;
- Marketing and communication principles and practice;
- Project management principles and practices;
- Social and traditional media best practices;
- Video production principles;
- Computers and related software applications.

Demonstrated ability in monitoring and evaluating employees.

Demonstrated ability in delegating and prioritizing work.

Ability to manage and coordinate the preparation and publication of a variety of marketing and/or communication materials.

Ability to coordinate the development of creative concepts, messages and visual appearances to achieve desired objectives.

MINIMUM REQUIREMENTS (continued):

Ability to manage projects.

Ability to analyze problems, identify alternative solutions, project consequences of proposed actions and making recommendations in support of goals.

Demonstrated interpersonal skills as applied to interaction with coworkers, supervisor, the general public, etc., sufficient to exchange or convey information and to give and receive work direction.

September 22, 2020