

MEA is deeply committed to diversity and inclusion in its hiring practices. We are an affirmative action, equal opportunity employer. People of color, women, and members of other historically marginalized social identity groups are encouraged to apply.

M 04-21-22

DATE OF POSTING: October 8, 2021

TERMINATION DATE FOR APPLICATIONS: October 21, 2021

POSITION: **COMMUNICATIONS
CONSULTANT**

COMPENSATION/BENEFITS: Per MEA-PSA/USO Contract

STAFF RELATIONSHIP: Responsible to Doug Pratt
Director of Public Affairs

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

RESPONSIBILITIES including but not limited to:

The Communications Consultant is responsible for the development and coordination of public relations, messaging, and media outreach for MEA, including crisis materials/programs for use by MEA, coordinating councils and local associations, public relations training materials/programs, and writing of official MEA communications. The incumbent in this position must exercise a great deal of leadership, initiative and independent judgement, and must maintain a positive working relationship with members, local leaders, staff and the media. Interact effectively in diverse learning environments.

Specific job functions of the Communication Consultant will be:

Development of inclusive internal and external image materials/programs to advance a positive message to both the public and MEA members.

Coordination of ongoing statewide media relations program including writing press releases, op-ed columns, and working directly with media, both through on-the-record comment and providing members for background and comment.

Communications Consultant
Page 2

RESPONSIBILITIES (continued):

Assist local associations with messaging, internal member communications and external media outreach regarding local events, programs and/or crisis situations.

Use social media to enhance MEA earned and paid communication with both member and public audiences.

Provide public relations/media training to association members and staff, at both a local level as needed and at MEA statewide conferences and events.

Prepare MEA membership promotional materials and other publications.

Assist with the writing of materials for the Executive Office including press releases, speeches, presentations and other materials as assigned.

Assist, when necessary, with the writing of news and features—as well as taking photographs—for the Voice magazine, email newsletters, social media and other member communications vehicles.

Assist with the development of MEA audio/visual productions, including scripts and visual concepts for videos and advertising materials.

Performs other related duties assigned by the Director of Public Affairs.

MINIMUM QUALIFICATIONS:

Demonstrated, well-developed skills in writing such items as news releases, op-ed columns, social media posts, speeches, scripts, brochures, public relations and creative promotional materials.

Demonstrated, well-developed media interview and public speaking skills.

Demonstrated journalistic writing and editing skills.

Demonstrated graphics skills/knowledge — including photography, videography, etc.

Demonstrated understanding of social media usage for communication and strategic objectives.

Demonstrated knowledge of MEA, organized labor and collective bargaining. Association experience preferred.

Desire and ability to build, employ and sustain cultural intelligence in day-to-day operations.

MINIMUM QUALIFICATIONS (continued):

Demonstrated computer skills.

Demonstrated communications skills, including mastery of English grammar and spelling.

Demonstrated sound and mature judgment, especially under crisis conditions.

Demonstrated consulting and training skills.

Bachelor's degree in Journalism, Communications or proven related experience.

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

October 4, 2021