

JOB DESCRIPTION
PUBLIC RELATIONS DIRECTOR
RESPONSIBLE TO: PUBLIC RELATIONS MANAGER

General Responsibilities

1. Responsible for any and all publications and public relations functions assigned by the AEA Public Relations Manager.
2. Assists UniServ Districts in accordance with the NEA Policy Guidelines and under the administrative direction of the AEA Executive Directors.
3. Assists in the implementation of the programs and activities of the local, state, and national associations within the UniServ Districts in conjunction with the UniServ District Director, the local association leadership, and the UniServ District Advisory Council.

Specific Responsibilities

1. Consults with and advise other staff members in planning, creating, and preparing materials for publications and social media platforms.
2. Collaborates with staff members in the development of content and data systems that align with AEA's digital strategy for public relations and member engagement.
3. Supports workflow and planning for digital communication campaigns (email, social, SMS, online events, and other organizing tools) to advance AEA's membership and advocacy goals.
4. Helps research, write, edit, and arrange content for publication.
5. Serves as consultant to committees and commissions, and/or other bodies as directed.
6. Provides assistance and/or coordination for AEA meetings as assigned.
7. Serves as AEA staff representative with external public relations and education related organizations to promote education and AEA sponsored programs.
8. Provides assistance for the planning and execution of training for local executive committee members, association representatives, local committees, and all conferences as requested.
9. Assists with membership promotion and maintenance.

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10. Assists in the development and implementation of a system for effective internal and external communications.
11. Visits schools within the districts to provide resources and training for local members.
12. Attends local, state, and national professional meetings and participates in training programs as directed or authorized.
13. Submits reports to appropriate authority as required.
14. Provides information and assistance to individual members.
15. Performs other duties as assigned by the Public Relations Manager and/or AEA Executive Directors.