

ALABAMA EDUCATION ASSOCIATION
Public Relations Director
Vacancy Posting

Position Available

Public Relations Director

Qualifications

- Bachelor's degree
- Strong writing and verbal communication skills
- Effective consulting, training, and presentation skills
- Demonstrated proficiency in the use of existing and emerging technology and social media platforms
- Demonstrated ability to drive action using online communications
- Ability to work independently and in a collaborative/team environment
- Strong problem-solving, analytical, and conflict-resolution skills
- Knowledge of public education issues and the concerns of Alabama educators

General Duties

- Responsible for any and all publications and public relations functions as assigned
- To advance the programs and promote the goals of local associations, the AEA, and the NEA consistent with applicable policy

Residence

- Must be willing to reside in the Montgomery area

Accountability

- Employee will function under policies adopted by the AEA Board of Directors and will be accountable to AEA executive officers and administrative staff

Physical Requirements

- This is a somewhat active position that requires the ability to speak, hear, see and lift small objects up to 20 pounds. The position requires the ability to travel locally, regionally, and nationally

Salary

- Salary as per established negotiated agreement

Fringe Benefits

- Annual Leave
- Sick leave
- Retirement same as public school employees
- Holidays, including a week for Christmas
- Medical insurance and a contribution toward dental and vision insurance
- Accidental death insurance coverage while on Association business

Application Deadline

Until position is filled

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For Application and Further Information Contact:

hr@alaedu.org

THE ALABAMA EDUCATION ASSOCIATION IS AN EQUAL OPPORTUNITY EMPLOYER

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.

JOB DESCRIPTION:
PUBLIC RELATIONS DIRECTOR

Page 2

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.