

OCSEA Job Posting

Applications should be submitted to the OCSEA Human Resource Manager at wchambers@ocsea.org and will be accepted through **Friday, October 27, 2023 at 5:00pm**

OCSEA Position Description Communications Director

Department: Communications Department

Reports to: Chief of Staff

Job Goal: To oversee the broader components of OCSEA's internal and external communications in order to inform members and leaders and to provide media with information increasing their awareness of key OCSEA activities, interests and policies.

Duties include:

Area of Responsibility:

The Communications Director supervises the writing, editing, design and production of the union's published print and digital content. This content includes but is not limited to paid media campaigns, social media, magazine stories, website content, e-newsletters, flyers, mailers and brochures, speeches, scripts, special projects, convention materials, and other print and digital material in support of union programs and events. The Director handles OCSEA's media relations, both earned and paid, when appropriate and acts as the official spokesperson for the union. The Director supervises what is essentially an in-house, full-service public relations department which is responsible for communicating OCSEA's news, views and actions to internal and external markets. In pursuit of this responsibility, the Director supervises staff which assist in these activities and provides administrative and professional guidance to that staff. The Director provides design and editorial support to other departments producing written materials in support of their activities. The Director also provides technical expertise and training for computer systems used in support of the communications function and provides occasional training(s) for members on a variety of communications topics. The Director also supervises the union's scholarship program as well as the union's member-only benefits as special projects.

Organizational Relationships:

The Communications Director provides guidance to department staff consisting of a Public Affairs Specialist and a Designer. The staff assists in the writing, editing and designing of print and digital material for OCSEA under the direct supervision of the Director. The staff provide print and digital content and schedule production of such material, both for its own functions and for projects undertaken on behalf of other departments and staff in the union as well as for union leaders in the field. The Director is a member of the senior management team of OCSEA and, as such, works with his counterparts to develop policy recommendations and provide professional input relative to media relations and the timing of the dissemination of information to media and members. The Director provides input to decisions about what OCSEA is or should be communicating and assists other senior staff in preparing or editing materials to be disseminated in support of their functions.

Authority of the Communications Director:

The Communications Director is responsible for interviewing, evaluating and making hiring recommendations on staff and/or assigning workload within the department. The Director hires printers, mailers, designers and consultants as needed and is responsible for authorizing final draft versions of various publications sent in for review by the Policy Team and other staff as appropriate. The Director recommends how to carry out media campaigns, the contacts to make and has final art approval on publications, subject to the general direction of the President and Chief of Staff.

The Director secures final editorial approval from the President and from relevant officers and staff of the union for all publications and statements and related materials having policy implications. The Director works with the President and senior management staff on decisions about what to “go public with” in the media in pursuit of OCSEA’s interests.

Qualifications:

A bachelor’s degree in a related field and practical knowledge obtained by five to seven years of experience in public relations with three years of experience in union publications and content producing, as well as event planning, budgeting, speech writing, media relations and print and digital production. Knowledge of print and digital production, design, editing, news reporting, copywriting and media production is essential for the position. Knowledge of Mac products and Adobe Suites is essential as well as knowledge of the current social and digital media landscape. An understanding of collective bargaining and membership organization is critical to success in this position and may be gained through a combination of formal training and experience.

Must have excellent management skills including the ability to meet deadlines and to supervise the employees in the department.

Knowledge of state government operations, political campaigns and research is desirable.

Rev 10/2023

Pay Scale

- Step 1 \$102,259
- Step 2 \$108,517
- Step 3 \$111,868
- Step 4 \$115,331
- Step 5 \$118,898