

Wyoming Education Association

115 E 22nd St.
Cheyenne, WY 82001
(307) 634-7991

Job Posting - WEA Communications Director

The Wyoming Education Association is seeking qualified applicants for the Communications Director position. The successful applicant will work under the direction of the Executive Director and closely with the WEA President, field staff, and local association leaders. The position is based in Cheyenne, but much of the work will be in the field, primarily in Wyoming. It also includes some travel throughout the country.

The duties and responsibilities of the WEA Communications Director include, but are not limited to the following:

Job Description:

- Works closely with the President regarding messaging and public relations
- Ghostwrites opinion pieces and statements on behalf of Association leaders
- Produces internal communications for the Association in a variety of formats
- Coordinates public relations programs and materials in various media formats including management of the website, Facebook, Twitter and other social media needs
- Creates and maintains a media distribution list, fostering relationships with media representatives across Wyoming
- Presents to attendees about communications best practices during statewide conferences
- Creates collateral materials, completing graphic design and copy writing for brochures, flyers, banners, etc.
- Maintains Association website
- Develops and executes email marketing campaigns and maintains listservs in mass email client
- Develops statewide media plan and executes media buys
- Provides assistance and training to local affiliates and UniServ Directors regarding internal and external communications including social media
- Works closely with Government Relations Director and Legislative team regarding communications relevant to the legislative session and related activities, including proofing, contributing to, and disseminating a weekly Legislative Update during legislative sessions
- Performs other duties as required by the Executive Director

Qualifications:

- A BS/BA Degree or higher in communications-related field
- Outstanding written and oral communication skills
- Experience in running public relations, political, and/or media campaigns for statewide or national organizations or companies
- Experience as a writer, particularly for an advocate organization
- Demonstrated skills in media releases, writing, editing, and production
- Demonstrated social media, photography, video, and desktop production skills
- Knowledge and experience in using communication strategies in elections and political campaigns
- Demonstrated experience coordinating or managing projects from idea and initiation through completion and follow-up
- Ability to research thoroughly and accurately, to interpret data from surveys, polls, and focus groups, and to produce highly readable reports and presentations
- Demonstrated computer literacy and familiarity with current technology and equipment

- Demonstrated effective interpersonal skills, including working effectively with staff, Association leaders, WEA members, and the general public
- Ability to work effectively under pressure of deadlines
- Broad understanding of the critical issues and problems facing teachers and public schools in Wyoming and the nation

Willingness to travel and work nights and weekends are essential.

E-mail submissions to: Bladwig@wyoea.org with "Communications Director Position" in the subject line.

Please include:

- Letter of interest
- Resume
- Three references

Finalists may be requested to submit examples of their work.

Company Overview

The Wyoming Education Association is the professional association for employees of Wyoming public schools, including K-12, Community Colleges, and Higher Education. A member-driven organization with nearly 6,000 members, the WEA is committed to high-quality public education for all. The WEA operates out of a headquarters office located in Cheyenne, Wyoming, with field offices throughout the state. The WEA operates under a governance structure including a Board of Directors and Delegate Assembly. Staff includes field organizers, communications, government relations, and support staff. The WEA is an affiliate of the National Education Association and has 60 local affiliates in every school district and community college in Wyoming.

Benefits and Compensation

This position offers a competitive salary and benefit package including paid health insurance, retirement, paid leave, and other benefits with a minimum salary of \$70,309 as per the negotiated agreement with the WEA Staff Organization.

Equal Opportunity

We are an Equal Opportunity/Affirmative Action Employer. We consider all qualified applicants for employment regardless of age, race, color, national origin, sex, religion, veteran status, disability, sexual orientation, gender identity, or any other protected status.