UniServ Public Affairs

1. Function

Assists the South Carolina Education Association (The SCEA) in the achievement of its goals and strategic priorities through membership recruitment, promotion, retention, engagement, new leader identification and support to local associations and members in areas including, but not limited to, political advocacy, government affairs, and communications.

This person will work closely with the Executive Director to develop and implement programs and operating systems and structures designed to strengthen the Association’s power and influence on governmental decision makers that strengthen the Association’s brand with the membership and the public in South Carolina.

The person also acts as the lobbyist for the Association who, along with trained The SCEA members, develops legislation, maintains relationships with government officials, political organizations, school districts and media outlets. As The SCEA’s lead communications professional, the incumbent brands the Association and promotes communication concepts that represent the mission and strategic priorities of The SCEA.

2. Responsibilities

a. In collaboration with other The SCEA staff, recruits and trains members in political action and communications.

b. Acts as staff contact to The SCEA’s Legislative Committee.

c. Acts as staff contact to The SCEA Fund for Children and Public Education.

d. Monitors the introduction and status of all relevant state and federal legislation relating to members’ advocacy and support.

e. Advises leaders in dealing with local political and communications operations and assists in relevant local association program development.
f. Assists in the development and dissemination of general local affiliate communications.

g. Assists local associations in developing effective internal and external public relations programs.

h. Develops partnerships and provides necessary materials and assistance with other lobbyists/groups with compatible goals as well as county and local political action organizations.

i. Writes op-ed pieces for staff and governance.

j. Maintains and oversees The SCEA Web Page.

k. Coordinates the design and implementation of all political action and communications programs.

l. Develops and implements The SCEA brand, representing its mission and objectives, and develops communications concepts to promote the brand.

m. Plans, develops, and provides training for leaders and members.

n. Serves as a liaison/advisor and subject matter expert as assigned.

o. Attends major conferences, workshops, etc. in areas of assignment and disseminates relevant information obtained at said approved professional trainings.

p. Tracks all relevant data including, but not limited to, worksite representatives, local leaders and conversations, in NEA 360.

q. Develops and implements media strategies, plans and produces press releases/packets and generates electronic and social media for local affiliates.

r. Develops and implements media strategies, plans and produces press releases/packets and generates electronic and social media for local affiliates.

s. Impacts programs and events, Campaign Kick-Off, Campaign Victory, Days of Action, and other special events and projects.

t. Tracks print and social media coverage and produces Media Summary.

u. Performs routine administrative tasks, such as submitting vouchers, activity reports and leave requests.

v. Performs other duties as assigned by the Executive Director.
3. **Minimum Qualifications**

**Education:** College Degree – Bachelors

**Experience:** Experience in job-related position or experience in a related association/union activity.

**Technical:** Microsoft Office Suite, NEA 360, grammar, spelling, punctuation, e-mail etiquette and business letter writing. VAN experience preferred.

**Other:**
- Ability to communicate correctly and persuasively, both in verbal and written form.
- Flexibility, good judgement, initiative.
- Ability to be effective under pressure.
- Ability to work independently. Ability to prepare written materials and work harmoniously with other staff members, members of the Association and members of the public.
- Working knowledge of public education and understanding of typical Local Education Association (LEA) programs and issues.

**Residence:** This is a headquarters-based position.

3. **Authority and Relationships**

This position is part of the Bargaining Unit and is subject to the terms, salary and conditions of the Collective Bargaining Agreement.

Reports to the Executive Director and/or Designee.