

## **EDUCATION MINNESOTA POSITION DESCRIPTION**

**POSITION TITLE:** Press Secretary/Public Affairs Specialist  
**DEPARTMENT:** Public Affairs Department  
**LOCATION:** St. Paul Office  
**EMPLOYEE GROUP:** Professional Staff  
**IMMEDIATE SUPERVISOR:** Public Affairs Director

### **PURPOSE OF POSITION:**

Provide strategic counsel and tactical delivery of internal and external communications that achieve strategic objectives and position Education Minnesota as a key statewide source on education-related issues and subjects.

### **MAJOR FUNCTIONS AND RESPONSIBILITIES:**

- Serve as lead for Education Minnesota's media relations initiatives.
- Provide strategic communications and message development counsel to Education Minnesota state and local leaders and staff on various projects and issues.
- Develop, organize and execute statewide, regional and local news media campaigns that achieve strategic organizational objectives.
- Develop and maintain strong relationships with reporters in Minnesota media markets.
- Conceptualize, research, write, edit, proof and coordinate distribution of news releases and other media information to support organization objectives.
- Plan, coordinate and manage Education Minnesota's booth at the Minnesota State Fair.
- Research and write speeches for Education Minnesota officers and other key leaders.
- Provide back-up support to other Education Minnesota public affairs professionals.
- Plan and present communications-related training.
- Provide work direction for assigned support staff.
- Other duties and responsibilities as assigned.

### **CONTACTS:**

News media	State and community leaders
Education Minnesota leaders and members	Government agencies
AFT, NEA and Education Minnesota staff	Vendors
General public	

### **MACHINES AND/OR TOOLS OPERATED:**

Personal computer	35-mm camera
Windows-based software	Video camera and editing equipment
Internet and Web-enabled services	FAX and copy machines
PDA devices	

**CONFIDENTIAL INFORMATION:**

Various management/department activities

**QUALIFICATIONS:**

- BA Degree – Journalism, English or Communications preferred
- Minimum of five years combined experience in media relations and/or as a journalist.
- Front-line media relations experience and demonstrated ability to work with reporters
- Experience training executive level staff in media interview techniques.
- Ability to translate organizational objectives into news.
- Ability to think both strategically and creatively to solve problems
- Strong writer with ability to make complex topics understandable and interesting to the average person
- Exceptional editor and proofreader, working knowledge of Associated Press style preferred
- Understanding of education issues and legislative process strongly desired
- Ability to perform and work well under deadlines/pressures
- Strong project management skills, including creation of project plans.
- Knowledge of photography and video editing skills desired.
- Knowledge of and commitment to the cause of employee unions desired
- Experience with member-driven organizations desired
- Experience developing advertising campaigns and major events highly preferred.
- Valid Minnesota driver's license

**ADDITIONAL COMMENTS:**

Willingness to work nights and weekends as needed. Some travel required.

**EDUCATION MINNESOTA IS AN EQUAL OPPORTUNITY EMPLOYER**

*In compliance with the Americans with Disabilities Act (ADA), the following is provided: The position involves skills in critical thinking, analysis, problem-solving, judgment, human relations, leadership, consulting, writing, planning, and organization; use of clear and articulate speech; use of computer keyboard, ability to travel by various conveyances, e.g., air, rail, auto; sitting for long periods of time, standing, stooping, bending, reaching, carrying materials (up to 5 lbs and occasionally up to 25 lbs).*

**DEADLINE:** Open until filled. For best consideration submit cover letter and resume by **October 30, 2009.**

**Direct all inquiries, applications, and resumes to:**

**EDUCATION MINNESOTA  
Human Resources  
41 Sherburne Avenue  
St. Paul, MN 55103**