Broward Teachers Union Communications Director
Vacancy Announcement

Position summary: Under the direct supervision from the union’s president, the Broward Teachers Union is seeking an accomplished Director of Communications who has at least 6-10 years of communications experience, ideally in a leadership role in covering areas such as website content, newsletters, member engagement and media communications.

Position responsibilities:
- Develop, implement and evaluate the annual communications plan across the Broward Teachers Union’s discreet audiences, members and constituents.
- Lead the generation of online content that engages audience segments and leads to measurable action. Decide who, where and when to disseminate.
- Put communications vehicles in place to create momentum and awareness, as well as to test the effectiveness of communications activities.
- Engage all constituencies of the union to ensure www.btuonline.com is kept up to date with fresh and relevant content for members and activists visiting the site.
- Coordinate web page maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly.
- Maintain BTU’s social media presence including, but not limited to, Facebook, Twitter and YouTube; ensure that consistent content is shared on various platforms for the union and officers.
- Build, mobilize and optimize BTU’s baseline e-mail and mobile lists of members and activists. Create calendar for content and action for the lists.
- Track and measure the level of engagement within the network over time
- Manage development, distribution and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, annual report, and e-newsletters.
- Coordinate and organize annual meetings that engage BTU’s audiences.
- Develop and oversee strategy for media components of campaigns that the BTU is running.
- Build and optimize BTU’s relationships with journalists and producers.
- Create a calendar for media outreach.
- Work with the union’s leaders to best coordinate and amplify speaking engagements and media requests.
- Coordinate overall messaging for BTU and its officers.
- Work with other departments to integrate best media practices into the union’s work.

Qualifications
- Minimum of 6-10 years of experience in communications.
- Minimum of Bachelor’s degree in Communications or related field.
- Ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical.
- Highly collaborative style; experience developing and implementing communications strategies.
• Excellent writing/editing and verbal communication skills.
• A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.
• Relationship builder with the flexibility and finesse to "manage by influence."
• High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
• Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, program participants, and other supporters.
• Self-starter, able to work independently, and enjoys creating and implementing new initiatives.

Please email cover letter and resume to:
Kathy Goldweber, kgoldweber@btuonline.com