

UTLA COMMUNICATIONS DIRECTOR

ORGANIZATION

United Teachers Los Angeles is the nation's second-largest teachers' union local, representing more than 33,000 teachers and health & human services professionals, including classroom teachers, nurses, psychologists, social workers and librarians. UTLA is a merged local affiliated with the California Teacher Association, California Federation of Teachers, National Education Association and American Federation of Teachers.

DEFINITION

The UTLA Communications Director is a creative, strategic, collaborative leader who thrives in fast-paced, campaign-like environments; with a passion for building BIPOC leadership, a commitment to social justice, and strong cultural fluency. This is a highly collaborative position in a fast-paced environment that responds to dynamic cultural moments. The Communications Director develops compelling messaging that shapes the local and national narrative around public education in support of our students, families, and communities.

SUPERVISION OVER

A team of communications specialists who implement content across multimedia platforms as well as clerical and technical personnel assigned to the Communications Department.

DUTIES AND RESPONSIBILITIES

The Communications Director oversees internal and external communications strategy through a variety of channels to inform, educate and organize around the key goals of UTLA, as well as grow local and national support for our campaigns and issues.

Using strong story-based strategies and narrative to shape policy and public opinion, the UTLA Communications Director works closely with the leadership team to launch effective campaigns and win. Oversees press strategies; Plans, directs, coordinates member-to-member as well as news media relations for UTLA; Organizes press conferences and public events; Coordinates with different teams from organizing, research, community and political organizing departments to effectively launch and provide support for key projects and campaigns.

Develops talking points, presentations, and speeches for the UTLA leaders and members; Develops press releases, fact sheets, brochures, and other documents; supervises the Print Shop; develops, prepares, and analyzes budget data for the communications department; trains, supervises and evaluates assigned personnel.

- Oversee and drive the website and social media platforms with an eye toward impact, growth, and engagement.
- Direct rapid response communication strategies during major cultural moments on key issue areas, including racial justice, gender equity, migrant rights, and climate justice.

- Maintain a pulse on local, national, and global events related to cultural strategies that intersect with key issue areas, as well as new developments in the digital strategy.
- Ensure that working norms and protocols are followed to foster a collaborative and inclusive team environment.
- Practice management structures that encourage partnership, accountability, learning, growth, and collaboration. Lead cross-functional teams that are collaborative, high performing, and inspired.
- Ensure that the President, Executive Director, and leadership team are informed of critical issues.

MINIMUM QUALIFICATIONS

EDUCATION, TRAINING AND EXPERIENCE

- A Bachelor's degree in Communications, Journalism, English, or Public Relations and Marketing from an accredited college or university is required.
- Five years or more of experience in supervising a diverse team of communications professionals, and a proven track record of success in implementing comprehensive communications programs.

KNOWLEDGE OF:

- Principles, methods and theory of best organizing practices and strategic story telling; methods and techniques of public relations; editing and news reporting; principles of organization, administration, budget and personnel management; computer software for publishing and editing.

SKILLS AND ABILITY TO:

- Effectively lead a team, create and implement communications plans with deadlines and roles. Communicate effectively both orally and in writing; participate in on-call response service during emergencies or special circumstances; attend special events, some of which may occur in the evenings or on weekends; demonstrate strategic thinking skills; ability to communicate effectively with a wide variety of people and constituencies; operate a computer and related office technology.
- Respond in intense and fluid situations and change with equanimity. An excellent oral and written communicator, who exercises tact and understands nuance in communications.
- Work with educators (UTLA members), BIPOC communities, and to social justice leaders.

ADDITIONAL PREFERRED QUALIFICATIONS:

- Experience working with BIPOC organizations and populations.
- Background in movements for racial equity.
- 5+ years of experience working in communications successfully managing time-sensitive, cross-functional, and increasingly complex projects, including social media campaigns, PR campaigns, and digital content creation.
- Ability to lead, collaborate, and work with diverse teams.

- **SALARY AND FRINGE BENEFITS**

- Salary range from \$100,00 to 125,000 per year depending on background and experience. Fringe benefits include medical, dental, vision care for staff and their eligible dependents. There is an excellent retirement plan and a monthly automobile allowance for maintenance and operation of a car.

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- **TO APPLY**

- Please submit your cover letter, resume and two letters of recommendation to Diana Darty, Operations Director, ddarty@utla.net. You will also receive an employment application for completion. The completed package must be received by Wednesday, May 26, 2021.

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UTLA IS AN EQUAL OPPORTUNITY EMPLOYER

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