UTLA COMMUNICATIONS DIRECTOR

ORGANIZATION

United Teachers Los Angeles is a merged local affiliated with the California Teacher Association, California Federation of Teachers, National Education Association and American Federation of Teachers. UTLA represents 35,000 bargaining unit members in such diverse groups as Nurses, Psychologists, Social Workers, Librarians, and Classroom Teachers.

Los Angeles is a metropolitan school district, which represents the various cultural and racial groups common to large urban areas. Within the District are over 800 school locations and a school budget of over $8 billion.

DEFINITION

Plays, directs and supervises the comprehensive internal and external communications for United Teachers Los Angeles. This position serves to assure the development, integration and implementation of a broad range of communications activities in support of the strategic direction of the organization and its members.

SUPERVISION OVER

Professional, clerical, and technical personnel as assigned to the Communications Department.

DUTIES AND RESPONSIBILITIES

Create and implement communications plans in support of complex organizing campaigns; plans, directs, coordinates, and evaluates news media relations for UTLA; identifies issues and events requiring media attention; prioritizes communications and public relations needs toward strategic and timely responses; interprets UTLA’s position on education and labor issues for the media and public; develops and maintains primary media contacts; organizes media site visits and assists the press in developing stories; plans and directs the dissemination of information including the target audience, message, format and structure of communication; provides training and consultation to other staff and leadership on all aspects of communications; analyzes organizational goals for effective implementation of long and short term communication programs; develops and maintains quality standards for UTLA publications including its website and use of social media; works with the strategic research department to research and prepare position papers, reports, presentations and speeches for the UTLA leadership and in support of complex organizing campaigns; composes and produces press releases, fact sheets, brochures, the UT (newspaper) and other communications documents; supervises the Print Shop; develops, prepares and analyzes budget data for the communications department; trains, supervises and evaluates assigned personnel.
PREFERRED QUALIFICATIONS

EDUCATION, TRAINING AND EXPERIENCE:
- Bachelor's degree in Communications, Journalism, English, or Public Relations and Marketing from an accredited college or university.
- Five years are more of experience in supervising a comprehensive communications program.
- Extensive experience working for or with labor unions.

KNOWLEDGE OF:
Principles of union organizing; principles, methods and theory of communication, public relations and marketing; public speaking techniques; media sources including newspaper, radio, television, internet and other media resources; public education; methods and techniques of editing and news reporting; principles of organization, administration, budget and personnel management; computer software for publishing and editing.

SKILLS AND ABILITY TO:
Communicate effectively both orally and in writing; read, speak, and write in fluent Spanish; create and implement a communications plan in support of complex organizing campaigns; consult with the UTLA leadership on effective communication practices including contact with the media and community; participate in 24 hour, 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; direct and implement the utilization of an ever evolving range of social media tools.

SALARY AND BENEFITS
- Beginning salary ranges from $90,000 - $100,000 per year, depending on background and experience.
- Fringe benefits include medical, dental, and vision care. There is an excellent retirement plan and a monthly automobile allowance.

HOW TO APPLY

Please call Louverne Chatman, Administrative Assistant to Diana Darty, at (213) 637-5140 for an application and details for your documents to be submitted with the application. Completed application and accompanying documents should be sent before September 30, 2015 to:

United Teachers Los Angeles
Attention: Diana Darty, Director of Support Services
3303 Wilshire Blvd., 10th Floor
Los Angeles, CA 90010