



OHIO EDUCATION ASSOCIATION

The Ohio Education Association (OEA) is seeking a Digital Media Specialist (UniServ Communications Specialist) to oversee and serve as the principal editor of all digital media platforms, including the Association's website and social media channels. The position is responsible for all digital strategies and analytics, including developing and implementing strategies for driving content and increasing member engagement.

The Digital Media Specialist plays a pivotal role in how the Ohio Education Association's brand extends into new and existing fields by carrying out the strategic vision of the Communications Department and producing content. The Digital Media Specialist should stay on the cutting edge of new digital platforms and the means of effective digital engagement. The position reports to the Director of Government Relations, Communications and Marketing and is based in Columbus, Ohio.

Responsibilities

- Plans, writes, edits and disseminates materials for regular, member and leader-focused and staff-focused communications
- Utilizes varied methods and media platforms to broaden communication outreach and member engagement
- Implements social media and related advertising strategy through competitive research, benchmarking, messaging and audience identification
- Generates, edits, publishes and shares daily content (original text, images, video or HTML) that builds connections and encourages members to take action
- Develops in consultation with the immediate supervisor and other staff on the design, content and strategies for print, web, and e-mail internal and external communications
- Works with other communications staff on OEA message development, and delivery for use by OEA, its districts, and its local affiliates
- Writes and edits for OEA publications
- Designs web, print, and electronic graphics
- Regularly reviews and updates the OEA websites content
- Works with a wide range of technical and communications staff professionals, consultants, and vendors
- Develops and provides communications training and recommends training guidelines and/or best practices in the field of communications
- Maintains databases applicable to internal and external communications needs in conjunction with the appropriate outside vendors
- Assists in drafting speeches, e-mail and correspondence for the executive offices
- Provides communications support to OEA members and staff as assigned
- Supports field operations as assigned
- Serves as a liaison/advisor and subject matter expert as assigned

- Attends major conferences, workshops, etc. in areas of assignment and disseminates relevant information obtained at said approved professional training
- Performs other duties as assigned by the immediate supervisor within the job description

Required Knowledge, Skills & Abilities

- Bachelor's degree in journalism, digital media, digital marketing, communications or related field
- Minimum 3 years' experience in digital media, web design, public relations, digital marketing or related field
- Demonstrated understanding of digital and social media practices
- High proficiency in verbal and written communication. Ability to develop graphic content preferred
- Demonstrated experience with a web analytics platform (such as Google Analytics) and traffic patterns as well as social media analytics platforms (such as Twitter Analytics, Facebook Insights)
- Thorough understanding and working knowledge of social media channels including Twitter, Facebook, Instagram, Pinterest, YouTube and Snapchat
- Demonstrated ability to increase social engagement and growth through a variety of practices on media channels
- Ability to work independently and take initiative in a dynamic environment
- Ability to collaborate effectively and build relationships internally and externally
- High proficiency in exercising good judgment and attention to detail
- Ability to aid in the creative development of new digital content and securing strategic partnership with other content creators and platforms including outside vendors
- High proficiency with Microsoft Office Suite and Adobe Creative Suite with a focus on Premiere and Photoshop
- Willingness and ability to learn new skills in order to stay current on the latest digital media trends and platforms

About OEA

The OEA represents more than 122,000 teachers, faculty members and support professionals who work in Ohio's schools, colleges and universities to help improve public education and the lives of Ohio's children. OEA members provide a wide range of professional education services in communities throughout the state.

Our members teach in kindergarten classrooms, high school labs and university halls. They counsel adolescents and help students carve out career aspirations. We coach athletes and transport students to and from the schools and extra-curricular events. We provide professional services to benefit students, schools and the public in virtually every position needed to run Ohio's schools.

OEA members are dedicated to children and public education. OEA's mission is to lead the way for the continuous improvement of public education while advocating for our members and the students we serve. We always have, and always will, work to that end. Through OEA's more than 150-year history OEA members have been involved in every struggle and effort to advance the finest of America's dreams: a quality public education for every child.

OEA has been working to make schools better and improve public education since 1847.

Benefits Overview and Application Information

This is a bargaining unit position that offers outstanding benefits to employees and eligible family members, including health, dental and vision insurance; retirement plan and 401(k); paid vacation and sick leave, and paid holidays. OEA provides liberal training and professional development opportunities and a year-long mentoring program for new employees.

Interested candidates should e-mail a cover letter, resume and digital portfolio to hr@ohea.org or send by mail to: OEA, Attn: HR, P. O. Box 2550, Columbus, OH 43216, by the close of business on October 17, 2019.

Visit the OEA website www.ohea.org for information about OEA.

The OEA is an Equal Opportunity/Affirmative Action Employer