



OHIO EDUCATION ASSOCIATION

Media Relations Coordinator

The Ohio Education Association (OEA) is seeking a Media Relations Coordinator (UniServ Media Relations Consultant) to provide assistance to governance and staff in dealing with media and help to promote the Association as spokesperson for public education in Ohio. The Consultant coordinates the Association work with broadcast and print media; writes news releases on assignment; and works to establish an ongoing working relationship with appropriate state media, including membership in media organizations.

The Media Relations Coordinator 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 position reports to the Director of Government Relations, Communications and Marketing and is based in Columbus, Ohio.

RESPONSIBILITIES

- Provides assistance to governance and staff in dealing with media; promotes the public image of educators and the OEA as spokesperson for public education in Ohio.
- Coordinates the OEA work with broadcast and communications media which may include paid and emerging media advertising, social media platforms and promotions.
- Confers with designated staff and governance and responds to requests for information from the media.
- Writes press releases or other media communications to promote educators and the Association, and to maintain favorable public perceptions of the Association and strategic priorities.
- Provides training and consultation to others on working with media and promoting the image of educators.
- Maintains database of statewide media and distributes as needed.
- Prepares and trains governance and Association representatives for interacting and engaging media in multiple situations.
- Writes news releases on assignment.
- Coordinates promotional and public relations campaigns and other marketing efforts across multimedia channels (digital, press, etc.) as assigned.
- Establishes and maintains cooperative and ongoing working relationships with appropriate state media, including membership in media organizations.
- Maintains appropriate database applicable to communications needs.
- Serves as reporter/ photographer on assignment.
- Assists in preparation of membership promotion materials and presentations.
- Arranges public appearances, member promotions and member events.
- Writes speeches.
- Assists in identifying, coordinating and securing Association partnerships and activities.
- Supports field operations as assigned.
- Serves as liaison/advisor and subject matter expert as assigned.
- Attends major conferences, workshops, etc. in areas of assignment and disseminates relevant information obtained.

- Performs other duties as assigned by the immediate supervisor within the job description.

QUALIFICATIONS

Education, Experience and Training:

- Bachelor's Degree in a communication field such as: Journalism, Public Relations, Advertising, Mass Communications or Business Communications. Master's degree preferred.
- A minimum of five years of successful work experience in a communication role for an organization, which includes serving as a media spokesperson for the organization.
- Experience working in a union environment, preferred.
- Association experience desired.

Required Knowledge, Skills, Ability:

- Experienced with a wide variety of communication techniques, including writing press statements and op-eds.
- An understanding of how to use social media effectively and well-honed strategic message development.
- Demonstrated ability to:
 - Communicate clearly and effectively the Association's position to various internal and external audiences through highly developed verbal and written skills.
 - Use research to drive media strategies that promote the organization, including writing for various internal publications, and the development of web-based material. Skills in video production and photography are a plus.
 - Work quickly, efficiently and effectively with officers and executives at all levels of the organizations, identify communication opportunities and execute related initiatives.
 - Make contacts and build relationships with media representatives to create opportunities to promote and advance the Association. Must have strong strategic and interpersonal skills.
 - Determine quickly the appropriate public position for the Association and develop corresponding message. Must be able to respond quickly, accurately and assertively as needed as a spokesperson, and be detail-oriented and able to handle multiple deadline tasks simultaneously.

About OEA

OEA represents more than 121,000 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. 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. 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 must e-mail a **writing sample, cover letter, and resume** to hr@ohea.org or send by mail to: OEA, Attn: HR, P. O. Box 2550, Columbus, OH 43216.

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

The OEA is an Equal Opportunity/Affirmative Action Employer.