



OHIO EDUCATION ASSOCIATION

The Ohio Education Association (OEA) is seeking a Director of Government Relations, Communications and Marketing to lead the development, alignment, and implementation of the OEA's mission and strategic goals in the political and legislative areas; and communication, media, public relations, and marketing areas to increase the capacity of the OEA and its affiliates.

ESSENTIAL FUNCTIONS

- In conjunction with other managers, OEA's elected leaders and staff, work collaboratively to develop and accomplish the Association's legislative, education policy, and political goals and objectives; coordinate the activities of the OEA's leadership and staff in partnerships and coalitions with other organizations and interest groups that promote and aim to improve public education. Recommend program priorities; assess results and adjust strategies; and translate vision to strategic action.
- Lead the development and implementation of legislative and political action plans, including member activism and engagement strategies.
- Develop, recommend, and oversee implementation of contemporary communication and marketing strategies, policies, and practices.
- Oversee the planning and production of major Association member communications channels, including publications, the OEA membership promotional materials, special Association publications, electronic and multi-media presentations, the OEA website, and social/electronic media.
- Directly supervise Governmental Relations, Communications, and Marketing staff and ensure that high-quality services provided to the OEA's affiliates and members are aligned with and successfully integrated into organizational operations.
- Develop and maintain productive relationships with elected federal and state leaders and their staffs, state administrative department executives and their staffs, political party chairs and their staffs, and the leaders of partner organizations and their staffs.
- Serve as OEA's chief lobbyist and represent the association before the state legislature and other governmental agencies and entities to aggressively advocate for improvement in public education and educators' interests.
- In collaboration with the appropriate OEA managers, develop and manage an annual budget for the Governmental Relations, Communications, and Marketing Departments, and monitor expenditures regularly.
- Address organizational and staff issues in accordance with the governing OEA policies, the OEA's core values, the OEA's budget, and staff contracts.
- Serve as a member of the OEA's Management Team and perform such management, supervisory, and administrative functions as may be assigned.
- Serve as staff liaison and/or consultant to governance groups as assigned.
- Performs other duties as assigned.

QUALIFICATIONS

Education, Experience, and Training:

- Bachelor's degree in political science, communications, marketing, journalism, public relations, or a related field; Master's degree preferred.
- At least five (5) years' experience in the field of governmental relations and communications.
- A minimum of three (3) years' experience as a chief lobbyist/political consultant.
- Experience in a managerial/supervisory role.
- Experience working in a union environment preferred.
- Association experience desired.

Required Knowledge, Skills, Ability:

- Knowledge of and ability to lead the development and implementation of comprehensive legislative and political strategy, and related objectives, processes, and plans.
- Knowledge of and ability to develop and maintain productive relationships and partnerships with elected federal and state leaders, state administrative department executives, political party chairs and their staffs for the purpose of increasing the capacity of the OEA and its affiliates to achieve their legislative, education policy, and political goals and objectives.
- Knowledge of and ability to lead the design, development, and implementation of comprehensive communication initiatives, media public relations and marketing research strategies, processes, and plans for the OEA which increase the capacity of OEA and its affiliates to achieve their mission.
- Knowledge of methodology to evaluate, negotiate, and strategically select media.
- Demonstrated ability to understand advertising principles, brand management, and communication operations.
- Knowledge of and ability to build partnerships and interact with external agencies and coalitions for the purpose of increasing the capacity of the OEA and its affiliates to achieve their legislative, education policy, and political goals and objectives.
- Demonstrate high-level interpersonal and communication (both oral and written) skills and ability to work independently and collaboratively on cross-functional and diverse teams (internal and external) on complex issues.
- Demonstrate effective team-building skills and sensitivity and commitment to a diverse and unionized workplace.
- Ability to, in collaboration with the appropriate OEA managers, develop and manage an annual budget for assigned departments, and monitor expenditures on a regular basis.
- Ability to effectively engage and manage staff.
- Position requires occasional in-state and out-of-state travel to carry out essential functions.

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.

AUTHORITY AND RELATIONSHIPS

Reports to the Executive Director. Develops and manages annual operating budget. Authorizes expenditures in the unit. Supervises the daily operation of assigned staff.

BENEFITS OVERVIEW AND APPLICATION INFORMATION

This position is exempt from the bargaining unit. Salary is commensurate with experience. Fringe benefits include paid vacation, sick leave, health insurance, paid holidays and retirement plans, including 401(k).

For consideration, please submit a letter of interest and resume to OEA Human Resources, hr@ohea.org.

View the OEA website www.ohea.org for more information about OEA.

The OEA is an Equal Opportunity/Affirmative Action Employer.