



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 900 school locations and an annual school budget of over \$8 billion.

United Teachers Los Angeles is an organization that strives to achieve racial and social equity in our schools and educational community.

DEFINITION

Plans, directs and supervises the comprehensive internal and external communications for United Teachers Los Angeles. This position serves to ensure the development, integration and implementation of a broad range of communications activities relative to the strategic direction and positioning of the organization, its members, and leadership.

SUPERVISION OVER

Exempt and Non-Exempt, 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.

MINIMUM QUALIFICATIONS

EDUCATION, TRAINING AND EXPERIENCE

A Bachelor's degree from an accredited college or university is required and a major or emphasis in Communications, Journalism, English, or Public Relations and Marketing is preferred.

Five years or more of experience in supervising a comprehensive communications program.

KNOWLEDGE OF:

- Principles, methods and theory of communication, public relations and marketing;
- Public speaking techniques;
- Media sources including newspaper, radio, television, internet and other media resources;
- Ethnic and multicultural media sources;
- Public education structure;
- 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;
- Consult with the President, other officers and leaders 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 navigate complex team work environments;
- Ability to communicate effectively with a wide variety of people and constituencies;
- Ability to be flexible;
- Demonstrated track record of being a culturally competent communications professional;
- Operate a computer and related office technology.

SALARY AND BENEFITS

UTLA offers a competitive salary and benefits package appropriate to the qualifications and experience required for the position.

Fringe benefits include medical, dental, and vision care. There is an excellent retirement plan and a monthly automobile allowance.

HOW TO APPLY

APPLICATION PROCESS

The position is open until filled. First consideration will be given to applications received by **December 10, 2021**. To apply for this outstanding opportunity, please electronically submit your resume and a cover letter of interest to The Hawkins Company. The letter of interest should outline why you are interested in joining UTLA, your relevant experience and accomplishments. Please provide two examples of why you would be a strong candidate and the key attributes you would bring to this position. Confidential inquiries are encouraged and can be directed to:

Mr. Todd Hawkins; todd@thehawkinscompany.com, 213-300-9342.

Ms. Adrienne Montgomery; adrienne@thehawkinscompany.com, 310-995-3884

UTLA is an Equal Opportunity Employer