



UNITED TEACHERS LOS ANGELES

3303 Wilshire Blvd., 10th Floor

Los Angeles, CA 90010

Phone: (213) 487-5560

FAX: (213) 637-5151

POSITION AVAILABLE

Communications Specialist: Public Relations

JOB DESCRIPTION

The Communications Specialist will work with the Communications Director and team of Communications Specialists to help lead UTLA's strategic communications work, specifically around member, community and media outreach.

1. Develops and implements communications strategies for assigned projects.
2. Creates materials for internal and external use.
3. Develops strategic messages and frames for campaigns and projects.
4. Utilizes digital and new media for all aspects of communications work.
5. Manages and creates social media and website content.
6. Shoots and curates photos on websites and social media pages.
7. Cultivates and maintains relationships with key reporters locally and nationally.
8. Plans and executes press conferences and other media events.
9. Places stories regularly in mainstream and independent media sources.
10. Writes press releases, Op-Eds, and other materials for media talking points, including but not limited to member materials, fact sheets, and presentations.
11. Trains spokespeople for public hearings, press conferences and interviews.
12. Develops and maintains relationships with key community and labor partners.
13. Coordinates the development of graphic materials and reports.
14. Monitor media for news pertaining to the union and its goals. Maintain files of press clippings and video records.
15. Performs other duties as directed by the Director of Communications.

SPECIFIC REQUIREMENTS

- A. Minimum of 3-5 years of experience in media field, working on advocacy campaigns, and/or an undergraduate degree in Public Relations, Journalism, Communications or related field.
- B. Excellent oral and written communications skills
- C. Demonstrated ability to develop and implement strategic communications plans, craft messages, and execute tactics.
- D. Ability to anticipate needs and plan accordingly, coordinate complex activities, prioritize conflicting demands, and meet deadlines with minimal supervision.
- E. Knowledge of website, social media, and emerging media platforms.
- F. Demonstrated ability to work independently and as part of a team.
- G. Bilingual (written and conversational) Spanish language preferred.

- H. Knowledge/experience with Adobe Suite (Indesign, Illustrator, Photoshop, and Premiere) is a plus.
- I. Automobile travel will be required, sometimes on short notice. Automobile must be available on daily basis.
- J. Ability to take initiative on projects and work independently. “Can-do” attitude.

PREFERABLE EXPERIENCE AND BACKGROUND

- A. Experience and/or knowledge of working with labor unions and servicing non-profit organizations.

DESCRIPTION OF LOCAL

United Teachers Los Angeles is the nation’s second largest teachers’ union local, representing 35,000 educators, nurses, librarians, counselors and healthcare professionals in the Los Angeles Unifies School District, as well as independent charter schools. The Communications Department drives organizing strategies, produces materials and content to support the programs and priorities that UTLA members in the fight for educational, racial and social justice; to stand up for better funding of our schools, pro-public education policies and legislation, fight back privatization and to inform and engage the community and media around these ideas. For more information about our work, visit www.UTLA.net

SALARY AND FRINGE BENEFITS

UTLA staff is represented by a staff union with a negotiated agreement.

Beginning salaries range from \$79,113 – 89,113 per year depending on background and experience.

Fringe benefits include medical, dental, vision care for staff member and all dependents. There is an excellent retirement plan and a monthly automobile allowance for maintenance and operation of a car.

TO APPLY

Please call Louverne Chatman, Administrative Assistant to Diana Darty, at (213) 637-5140 for an application and accompanying documents. Application and other documents should be sent to:

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

APPLICATIONS MUST BE RECEIVED BY UTLA NO LATER THAN 5 PM, AUGUST 24, 2017.

UTLA IS AN EQUAL OPPORTUNITY EMPLOYER