

## **Director of Communications and Digital Strategy**

*The Iowa State Education Association represents preK-12 educators, education support professionals, community college faculty, Area Education Agency professionals, retired educators, and aspiring educators with contracts covering more than 50,000 employees. ISEA's mission is to advocate for policies and practices that elevate the profession and public education while placing students at the center of everything we do.*

**Job Summary:** The Director of Communications and Digital Strategy is responsible for shaping and disseminating the union's message to its members, the public, and key stakeholders. This individual will be a strategic thinker, a skilled writer, a tech-savvy webmaster, and a creative multimedia producer, overseeing all aspects of the union's internal and external communications, with a strong emphasis on digital platforms. This position is based out of ISEA headquarters in Des Moines.

**Job Classification:** Professional Staff Bargaining Unit

**Staff Relationship:** Responsible to the Executive Director

### **Job Responsibilities:**

#### **Content Creation & Digital Platform Management**

Develop, write, edit, and proofread high-quality, engaging content for various platforms, including:

- *The Communique*: Serve as the primary writer and editor for the union's official publication.
- Social media posts and campaigns.
- Online educational materials and member resources.
- Website content.
- Ensure all communications are consistent in tone, message, and brand.

Serve as the primary webmaster and digital content manager with responsibilities to:

- Perform maintenance, updates, and optimization of the union's website.
- Oversee all digital and online readership materials, ensuring they are accessible, up-to-date, and effectively convey information.
- Analyze website analytics to inform content and design decisions.
- Manage and troubleshoot website technical issues.

**Social Media Management:**

- Create and execute a comprehensive social media strategy to increase engagement, membership awareness, and public support.
- Create and curate compelling social media content across various platforms.
- Monitor social media channels, respond to comments and messages, and track key metrics.
- Stay current with social media trends and best practices.
- Work with other departments to create and execute digital content for ISEA campaigns, projects, and events.
- Send ISEA member communications through ISEA web portals and programs.

**Multimedia Production & Editing:**

- Plan, script, shoot, and edit original video content for the website, social media, and internal communications
- Create and edit engaging visual graphics, infographics, and presentations.
- Manage and organize a digital asset library (photos, videos, graphics).
- Lead photographer/videographer for ISEA events, members, and campaigns.

**Communications Strategy & Support**

Work with the Public Relations Director on development and execution to:

- Create ISEA strategic communications plan.
- Deliver communications training for union leaders, members, and staff.
- Support union organizing efforts by developing and delivering strategic communications strategies.
- Collaborate with union leadership, organizers, and staff to identify communication needs and opportunities.
- Assist with event promotion and communications.

Complete other duties as assigned to support the ISEA's mission.

**Qualifications:**

- Bachelor's degree in communications, Journalism, Public Relations, Marketing, or a related field.
- Progressive experience in communications, with a strong portfolio demonstrating expertise in writing, digital media, and content creation.
- Proven experience as a webmaster.
- Demonstrated expertise in social media management and analytics across various platforms.
- Proficient in multimedia production and editing software
- Exceptional writing, editing, and proofreading skills with a keen eye for detail and accuracy.
- Ability to translate complex information into clear, concise, and engaging language.
- Excellent interpersonal and communication skills, with the ability to work collaboratively in a team environment.
- Highly organized, self-motivated, and able to manage multiple projects simultaneously under deadlines.
- Experience with marketing platforms is a plus.