

UNITED TEACHERS LOS ANGELES
3303 Wilshire Blvd., 10th Floor
Los Angeles, CA 90010
Phone: (213) 487-5560

POSITION AVAILABLE

Communications Specialist

JOB DESCRIPTION

We are looking for a Communications Specialist who believes strongly in educational and social justice, is deadline-driven, creative, and flexible with a positive attitude to join our dynamic Communications team at United Teachers Los Angeles — the nation's second-largest teacher union local. UTLA's award-winning Communications team educates and organizes our audiences around UTLA's vision for a strong union and a strong public education system. Our audiences include our 38,000 members, local and national media, parents, students, and community members. The Communications Specialist - Digital position includes these essential duties and responsibilities:

1. Contributes to and helps drive UTLA's strategic communications and messaging goals.
2. Creatively develops content for digital use in a timely manner including news articles, graphics, infographics, posts, and other items.
3. Coordinates with Communications team to post and distribute cross-platform content including social media and other mass communication avenues (email, SMS, etc.)
4. Assists with design and layout of materials, as needed.
5. Helps write and send weekly, and as-needed, mass emails to UTLA members.
6. Uses digital analytics, and other available tools, to maintain monthly analytics reports and suggest recommendations for updating, structuring, and/or removal of current content, improvements to the layout and/or functional aspects of the site, and development of new content, designs, etc.
7. Manages the work of external vendors to ensure digital projects are completed on deadline and within budget.
8. Monitors digital platforms regularly for outdated information and/or other content in need of revision, moderation, and/or removal.
9. Works with the Communications team in the field to conduct interviews, support rallies, and other events.
10. Performs other duties as directed by the Director of Communications.

SPECIFIC REQUIREMENTS

- A. Exceptional written and verbal communication skills and attention to detail.
- B. Experience in writing press releases, emails, announcements, event notifications.

- C. Flexibility and ability to multi-task in a deadline-driven, fast-paced, multi-media work environment
- D. Proficiency in social media platforms (Facebook, Instagram, Twitter, etc.). Familiarity with social media management or listening tools (SproutSocial, Hubspot, etc.) a plus.
- E. Proficiency in design tools like Canva. Familiarity with Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere, etc.) and/or Figma a plus.
- F. Proficiency with website builders like Squarespace, Wix, or WordPress. Familiarity with coding languages such as HTML, JavaScript, and PHP a plus.
- G. Bilingual Spanish language ability a plus.
- H. Available to work unusual hours, evenings, and weekends as the job demands.
- 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 with a “can-do” attitude.
- K. Proficiency in email management tools like Mailchimp or Constant Contact. Familiarity with CRMs (ex. Salesforce, Blackbaud, Action Network, Zoho, etc.) a plus.
- L. Proficiency with Zoom, Microsoft Teams, Google Meet, or Slack.
- M. Work will be done on-site at UTLA’s main office.

PREFERABLE EXPERIENCE AND BACKGROUND

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

DESCRIPTION OF LOCAL

United Teachers Los Angeles is the nation’s second-largest teachers’ union local, representing 38,000 educators, nurses, librarians, and counselors in Los Angeles, as well as more than 1,000 educators in independent charter schools. UTLA is fighting for a sustainable educational system that includes arts and music, smaller class sizes, a well-rounded curriculum that includes ethnic studies as well as equitable systems of accountability and excellence. UTLA believes in an accountable, democratically run school district as well as working with parents, students, and communities to fight for a quality public education system in LA and beyond.

SALARY AND FRINGE BENEFITS

Starting salary ranges from \$101,198 - \$110,234 per year. Beginning salary is determined according to employment background and experience. Fringe benefits include medical, dental, and vision care for staff member and eligible dependents. There is an excellent retirement plan.

TO APPLY

Please submit your letter of interest, resume, and cover letter to Cristina Alfonso at calfonso@utla.net. Candidates will be sent an employment application to complete and are required to include letters of recommendation. Electronic work samples are appreciated.

**APPLICATIONS MUST BE RECEIVED BY UTLA
NO LATER THAN 5 PM, JUNE 13, 2024**

UTLA IS AN EQUAL-OPPORTUNITY EMPLOYER