

Associated Professional Educators of Louisiana
Director of Government Relations and Communications
Job Description

Government Relations

- Routinely monitor and keep members informed about Legislative and BESE activities.
- Attend the Board of Elementary and Secondary Education meetings to monitor discussions and actions taken by BESE and communicate such actions to members.
- Prior to legislative sessions, develop A+PEL legislative agenda and present to the Board of Directors.
- Track and report to A+PEL members any state legislation relative to teachers and paraprofessionals.
- Maintain an open line of communication with legislators throughout the year.
- Communicate with AAE about federal legislation as it relates to education.
- Research, monitor, and keep members informed about designated issues.
- Assist local chapter members with local district issues that are related to state governance.
- Answer questions members might have about current policy and law.
- Keep the Executive Director and Board of Directors apprised of relative governmental issues.
- Provide members opportunities to directly communicate with their respective legislators
- Routinely send blast emails to members about the status of important bills

Communications

- Technology/Website
 - Stay abreast of latest technology for purposes of improving A+PEL communication.
 - Serve as website administrator and constantly maintain updates to A+PEL website.
 - Research and develop ways to enhance A+PEL's website functionality for users.
 - Maintain A+PEL's Facebook & Twitter accounts.
- Publications
 - Gather information, prepare content, and facilitate timely preparation of A+PEL newsletter.
 - Work with printing company and any outsourced entity to publish newsletter & other publications.
 - Prepare A+PEL brochures, flyers, postcards, etc.
 - Format and assist in proofing other A+PEL publications.
- Notices and Announcements
 - Communicate with members through blast email and/or postal mail important and time-sensitive notices and announcements of interest, including A+PEL events, programs and initiatives, etc.
 - Send blast emails as requested by staff or A+PEL leaders and approved by the Executive Director.
- Press Releases
 - Prepare news releases about A+PEL activities, including positions on legislation, newsworthy developments in state education, A+PEL events, etc.
 - Prepare op-eds.
 - Work with A+PEL leaders to provide press exposure at the local level.
- Surveys
 - Develop, conduct and report member surveys.

Communicate with and work closely with the Executive Director in planning and executing job responsibilities.

Qualifications

- Bachelor's degree; Master's + preferred
- Experience in Communications and/or Public Relations preferred
- Excellent communications skills
- Proficient in applicable software programs
- Experience with managing high priority assignments and multi-tasking

Selected candidate will attend meetings, conferences, and other events, both in-state and out-of-state, including weekends.

To Apply

Send cover letter with resume attached.

Email: APEL@apeleducators.org.

Mail: A+PEL Director | 7907 Wrenwood Blvd., Suite B | Baton Rouge, LA 70809