

ANNOUNCEMENT OF AN EXECUTIVE-LEVEL VACANCY AT THE NATIONAL EDUCATION ASSOCIATION (NEA)

The National Education Association, an equal opportunity affirmative action employer, is seeking applications for the position of Director of Communications.

Minorities, women, and handicapped individuals are encouraged to apply.

NEA is a voluntary membership organization with over 1.8 million members. NEA has a state affiliate in each of the 50 states, Puerto Rico, and the Department of Defense schools. In addition, NEA has more than 12,000 local affiliates. The annual budget of the Association exceeds 100 million, and the Association's staff numbers nearly 600.

NEA Communications

The NEA Communications Division is responsible for the design and execution of activities that promote the goals of the Association and influence appropriate public policies. Working with the media and Association affiliates, Communications is responsible for ensuring that the Association's message is delivered effectively to the public. The Communications Division also provides the Association's internal information linkage. The Communications' staff numbers around 60.

The Director of Communications oversees NEA publications, the NEA Professional Library, a Broadcast Service unit, Media Relations, and a multi-million dollar advertising campaign.

The salary level is in the low to mid-seventies with liberal fringe benefits.

Requirements

- Extensive experience working with the media, as well as a thorough understanding of media relations.
- Managerial experience, preferably at the executive level, in the supervision of staff at all levels.
- Managerial experience, preferably at the executive level, in the supervision and maintenance of budgets and projects.
- Experience related to producing various publications ranging from magazines to newspapers to brochures.
- Familiarity with polling and marketing techniques.

Special Factors

- Good inter-personal and human relations skills.
- At least a bachelor's degree or its equivalent (Master's degree preferred).
- The ability to function effectively in a multi-faceted, high pressure environment.
- The ability to travel extensively.

Deadline. All applications, or a written expression of interest, must be received by NEA no later than December 18, 1987. Send all inquiries, vitas, etc. to:

Ms. Malinda Miles, Employment Manager
National Education Association
1201 16th Street, N.W., Room 221
Washington, D.C. 20036

Effective Starting Date: January 11, 1988