

**Minnesota Association of School Administrators
MASA
JOB DESCRIPTION**

Position Title: Associate for Leadership Support
and Communications

Date Written: December, 2013

Reports To: Director of Professional Development

Exempt Status: Exempt



Approval: (Executive Director)

JOB SUMMARY: Assist with planning, development and implementation of the association's marketing communications and public relations. Coordinate meetings and professional development events. Provide primary administrative assistance to the association's executive director, board of directors and committees.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- 30%** Support association communication initiatives
 - A. Create weekly, monthly and quarterly electronic and hardcopy newsletters
 - B. Assist with editorial calendar development and implementation
 - C. Organize social media campaign
 - D. Develop association communication/marketing materials
 - E. Coordinate printing and distribution of communication/marketing materials
 - F. Research and write press releases, articles and website content
 - G. Record and produce association videos

- 25%** Organize professional development workshops and events
 - A. Assist with curriculum development
 - B. Develop registration and marketing materials
 - C. Solicit speakers and participants
 - D. Track registrations and manage participant data
 - E. Arrange workshop venue requirements
 - F. Assemble workshop and event materials

- 20%** Support the board of directors, regional leaders, committees and foundation board of directors
 - A. Provide primary administrative assistance
 - B. Assemble meeting materials
 - C. Coordinate election process, committee recruitment and awards program
 - D. Arrange meeting venue requirements
 - E. Manage fundraising events and campaigns

- 15%** Co-coordinate association conferences
 - A. Co-develop conference app content
 - B. Write conference speaker scripting
 - C. Provide technical support for conference app
 - D. Supervise audio visual during conference
 - E. Photograph conference events

- 5%** Provide member service
 - A. Respond to daily questions and inquiries via phone, email or in-person
 - B. Prepare correspondence from association to membership

- C. Represent association during workshops, meetings, events and conferences
- D. Serve as back-up for phone coverage and Jobsite inquiries

- 5%** Support the Executive Director
- A. Provide administrative support
 - B. Prepare correspondence
 - C. Coordinate meeting and travel arrangements
- A. Perform other duties as assigned or requested.

WORK REQUIREMENTS AND CHARACTERISTICS:

Education/Certification Requirement:

- High school diploma or equivalent required
- Bachelor’s degree in communications, public relations, marketing or related field preferred
- Valid driver’s license required

Experience:

- Three to five years of communications/public relations experience preferred

Essential Skills Required to Perform the Work:

- Ability to multi-task and prioritize
- Ability to work collaboratively
- Ability to maintain confidentiality in all aspects of job
- Excellent listening, written and verbal communication skills
- Proficiency in operating computer hardware and software applications
- Excellent customer service skills
- Ability to meet deadlines and receive direction where needed
- Project management skills
- Ability to work independently

Machines, Tools, Equipment, Electronic Devices, and Software Required:

- Adobe Design Suite and Microsoft Office software
- Data management software
- Mac and PC platform
- Understanding of social media platforms
- Office equipment including: computer, printer, copier, multi-line phone
- Audio Visual devices and maintenance
- “Designated” position for technology troubleshooting and repair

Physical Job Requirements:

- Position involves use of stairs daily to access workroom and meeting room on lower level
- Position involves occasionally lifting up to 25 lbs
- Position involves extended periods of sitting while completing work on computer
- Position involves frequent fingering keys on word processing equipment and repetitive motions operating same.

Mental Job Requirements:

- Position involves handling multiple tasks at once while responding to requests from members and staff
- Position involves flexibility and willingness to undertake a variety of tasks
- Position involves meeting challenging deadlines
- Position involves taking direction from several sources
- Position involves multitasking

Working Conditions:

- Normal office conditions
- Position involves driving to meetings/events
- Position involves occasional overnight travel
- Position involves occasional evening/weekend event attendance

Job Outcomes:

- Project a positive, cooperative and respectful attitude with association members, staff, and partnering organizations.
- Ensure the association's communication initiatives are met with accurate, consistent and timely information and materials.
- Assist association leadership as they direct the implementation of MASA's strategic vision and services.
- Support association membership by providing advocacy, professional development, networking and communications that support their professional practice.

This description describes the general nature and work expected of an individual assigned to this position. Employees may be required to perform other job-related duties as requested by their supervisor. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.