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UTAH EDUCATION ASSOCIATION- VACANCY ANNOUNCEMENT COMMUNICATIONS AND PUBLIC RELATIONS DIRECTOR

Date of Posting:	10/16/2026	Closing Date:	11/9/2026
Interviews:	11/16/2028-11/18/2026	Employment Date:	As soon as 11/30/2026

Salary:	Starting salary will be in accordance with the collective bargaining agreement between the Utah Education Association Staff Organization (UEASO) and the UEA. Starting Range: \$78,246 - \$107,198
Benefits:	Generous benefit package (medical, vision, dental, retirement, and paid leave)
Classification:	Full Time, Exempt, Non-supervisory
Union Eligibility:	Eligible for membership with UEASO in accordance with the applicable collective bargaining agreement
Supervisor:	UEA Executive Director

Organization and Position Summary

Under the direction of the Executive Director, the Communications and Public Relations Director leads the Utah Education Association's integrated communications, media relations, public relations, and member engagement strategy. This position develops and executes communications initiatives that advance the Association's mission, strengthen organizational reputation, elevate educator voices, support organizing and advocacy efforts, and engage members throughout Utah.

Working collaboratively with UEA leadership, governance, staff, and local associations, the Director oversees strategic messaging, media relations, digital communications, public affairs campaigns, content development, member communications, and stakeholder engagement. The Director serves as a key advisor on communications strategy, reputation management, and crisis communications and helps position UEA as the leading voice for educators and public education in Utah.

This position is based at UEA Headquarters in Murray, Utah. Frequent statewide travel is required to support local associations, campaigns, trainings, events, and member engagement activities. Occasional overnight and out-of-state travel may be required. Some evening and weekend work is expected.

The Communications and Public Relations Director models and advances UEA's core values in support of the Association's mission, vision, and strategic goals.

Essential Functions

Strategic Communications and Media Relations

- Develops and implements the Association's integrated communications and public relations strategy.
- Serves as the primary media relations contact for the Association and manages relationships with media representatives.

The UEA is an affiliate of the National Education Association and an Equal Opportunity Employer that encourages, supports, and celebrates the diversity of Utah's educators.

- Advises UEA leadership, governance, and staff on strategic messaging, public relations, media engagement, and reputation management.
- Leads earned media strategies that advance the Association's advocacy, organizing, and public affairs priorities.
- Plans and coordinates media events, press conferences, interviews, and public appearances.
- Writes, edits, and oversees the development of press releases, statements, speeches, talking points, and other communications materials.
- Provides communications guidance and support during emerging issues and crisis situations.

Content and Digital Communications

- Oversees content strategy and production for print, digital, social media, email, video, and web-based communications.
- Serves as content manager for the Association's website and digital communication platforms.
- Directs the Association's social media strategy, audience engagement efforts, and content distribution network.
- Develops compelling and inclusive messaging that informs, engages, and mobilizes members and stakeholders.
- Monitors communication performance metrics and utilizes data to evaluate effectiveness and inform future strategies.
- Ensures consistent branding, messaging, and visual identity across all communication channels.

Public Relations and Stakeholder Engagement

- Develops and implements public awareness, image-building, advocacy, and issue-based communication campaigns.
- Builds and maintains relationships with community organizations, coalition partners, education stakeholders, and business partners.
- Represents the Association at community, stakeholder, and partner events as assigned.
- Writes, develops, and coordinates advertising campaigns across print, digital, broadcast, and social media platforms.
- Supports communications efforts related to grants, special projects, and statewide initiatives.

Member Communications and Organizational Support

- Serves as the Association's primary storyteller, highlighting member experiences, successes, advocacy efforts, and issues impacting public education.
- Serves as the primary photographer for Association events and manages visual content for communication platforms.
- Develops and delivers communications, media relations, and spokesperson training for governance leaders, local association leaders, and staff.
- Provides communications consultation and support to local associations and field staff.
- Supports statewide organizing, membership growth, professional development, and advocacy initiatives through strategic communications.

Minimum Qualifications

- Bachelor's degree in communications, public relations, journalism, marketing, public affairs, or a related field; equivalent combinations of education and experience may be considered.
- Minimum of three years of progressively responsible professional experience in communications, public relations, journalism, advocacy communications, public affairs, or a related field.
- Reliable transportation for frequent statewide travel.
- Authorization to work in the United States.

Preferred Qualifications

- Experience working with labor unions, member-driven organizations, nonprofit organizations, advocacy groups, public education institutions, or political campaigns.
- Experience supporting organizing, legislative, advocacy, or membership engagement campaigns.
- Experience developing and implementing crisis communication strategies.
- Experience utilizing analytics and performance data to guide communication planning and evaluation.
- Experience working with diverse communities and advancing equity-focused communications strategies.

Knowledge, Skills, and Abilities

- Exceptional written, verbal, and interpersonal communication skills.
- Demonstrated success developing and executing strategic communications, media relations, and public relations initiatives.
- Strong storytelling, editing, and content development skills across multiple communication platforms.
- Comprehensive understanding of media relations, earned media strategies, public affairs, and reputation management.
- Experience managing websites, digital communications, social media channels, and content management systems.
- Knowledge of branding, audience engagement, advocacy communications, and campaign development.
- Ability to build productive relationships with members, media representatives, community partners, and stakeholders.
- Strong project management, organizational, and collaborative leadership skills.
- Ability to collect, analyze, and utilize data to improve communication outcomes.
- Proficiency with Adobe Creative Suite, social media platforms, presentation software, photography, and other digital communication tools.
- Ability to work effectively in a fast-paced environment and manage multiple projects and priorities simultaneously.

To apply, submit an application portfolio including: cover letter, resume, three letters of professional reference and at least three related samples of work (e.g. articles, social media campaigns, videos, etc.) to HR@myUEA.org.

Accommodations Notice

We are an Equal Opportunity Employer committed to an inclusive workplace. Applicants who need a reasonable accommodation to participate in the application, interview, or hiring process are encouraged to contact Human Resources. We will work with candidates to provide accommodations in accordance with applicable law.

Utah Education Association: Human Resources

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