

PENNSYLVANIA STATE EDUCATION ASSOCIATION
Position Description

Editor (Copy and Line)

This position serves as the primary copy and line editor for the Communications Department, providing essential editorial review to ensure accuracy, clarity, consistency, tone, and adherence to PSEA style and messaging standards across all communications platforms.

These are key editorial and communications support responsibilities that involve high-level copy and line editing skills, the ability to convey key Association messages to multiple audiences, and the ability to produce a range of products and materials on tight timelines.

In addition to the duties identified in the job description, this position will:

- Proofread and review final materials prior to publication or distribution to ensure quality control.
- Works collaboratively with writers, designers, video producers, and leadership to resolve editorial issues efficiently.
- This position requires exceptional attention to detail and copy/line editing skills, including grammar, syntax, style, and tone.

PENNSYLVANIA STATE EDUCATION ASSOCIATION
Job Description

Job Title: **Editor**

Reports to: **Assistant Executive Director for Program Services
Communications Manager**

FLSA Status: **Exempt**

Level: **Six**

Job Summary

The Editor position provides writing, print material production, video editing and production, speechwriting, electronic communications and social media support to the Communications staff, assisting with internal communications, print and electronic internal and member advocacy communications, and membership materials and reports.

Responsible for quality of content, news judgment, consistency and accuracy of message and style, conformity to the PSEA strategic plan, goals, and policies, meeting production standards and publishing deadlines, and overseeing critical proofing.

The position responsibilities include: (1) assist with coordination of various Association print and electronic publications and documents such as *Statement*, *Dispatch*, *Pulse*, www.psea.org, *School Nurse News*, *Minute for Membership*, *Source*, *The Specialist*, and the *Annual Executive Director's Report*; (2) coordinate production schedules of Communications' publications in conjunction with outside printers and the PSEA Production Department; (3) arrange outside printing that meets quality and production standards and deadline requirements, and ensure control of content for clarity and conformity to PSEA message, branding and style; (4) create, produce, and coordinate all aspects of PSEA membership materials published annually for recruiting and retaining members; (5) coordinate on-site video production and editing; (6) assist in electronic communications and social media programs; and (7) provide speechwriting services to Executive Offices.

Responsibility Summary

1. Assists in the writing of key electronic and print materials to PSEA members.

- Leads the "Learning Lessons" print and video project.
- Assists in the writing, editing, and deployment of the *Keeping Connected* and *President to President*, *School Nurse News*, *Minute for Membership*, *Source*, and *The Specialist* e-newsletters, and the *Statement*, *Dispatch*, and *Pulse* newsletters.
- Assists in the writing, editing, and deployment of electronic member advocacy messages and critical alerts.

- Assists in the writing and editing of stories, spotlights, and information posted on www.psea.org.
- Uploads information to PSEA websites on a back-up basis and deploys emails on a back-up basis.

2. Assists in the writing of key electronic and print advocacy materials, including PSEA-PACE fundraising materials, materials related to PSEA's member advocacy network, and materials aimed at supporting PSEA's legislative advocacy and political goals.

- Writes and edits key member advocacy materials.
- Writes and edits key member advocacy messages related to PSEA-PACE fundraising.

3. Assists in the editing of video and other graphic design elements for deployment on social media channels, in emails, and on www.psea.org.

- Serves on the department's social media team.
- Serves as principal video producer for on-site video shoots.
- Is fully trained on all PSEA social media platforms, the email deployment system, and www.psea.org.

4. Responsible for the production and coordination of PSEA membership materials published annually for recruiting and retaining members and coordinates the production of the executive director's annual report.

- Identifies and plans membership material needs.
- Meets with the Communications Committee to evaluate and consider design issues of membership materials.
- Designs membership materials to support membership recruitment campaigns and retention strategies. Works with Artist and Graphics Coordinator to develop artwork and theme and recommends to statewide Communications Committee.
- Oversees production of membership materials: communicates with endorsed member benefits vendors, designers, local association officers, printers, fulfillment houses, and staff members; creates and maintains databases that track local association orders; solicits bids from vendors; ensures quality control throughout process; coordinates with outside printers and PSEA Print Shop; evaluates designs; updates copy; meets printer deadlines; and deals with all associated problems and concerns.

5. Assists in the coordination of all printed materials production, including coordination with PSEA Print Shop and external printer vendors for productions of membership materials

and reports. Assists in the production of booklets and programs related to PSEA conferences. Coordinates with vendors for the organization of PSEA Wear.

6. Provides speechwriting services to executive officers and other PSEA staff and leaders.

7. Examples of other general duties:

- Ensures compliance with postal regulations for publications handled by outside printers.
- Attends Communications staff meetings, participates in conference calls, and contributes to the monthly Board report.
- Assists in the coordination of the scheduling of mailings, printings, and delivery of materials needed for the House of Delegates and other PSEA conferences.
- Provides guidance and assistance for *The Charge* at Gettysburg, and provides training and support to the Communications School.
- Assists with providing content for www.psea.org and PSEA's social media platforms.
- Assists with video production by preparing scripts, coordinating on-site video shoots, and recommending edits to videos.
- Performs other assignments as required.

Knowledge, Skills, and Abilities

- Knowledge of advanced principles, methods, and practices of state-of-the-art communications, writing, editing, layout design, and production and printing processes.
- General knowledge of union contract structures, the labor movement, collective bargaining, labor issues and laws.
- Awareness of current educational advocacy issues and political agenda issues that face public education, its employees, and its schools.
- Excellent verbal skills.
- Skill in planning, coordinating, and implementing editorial projects and affiliated support activities.
- Strong skills in writing, editing, proofing, and production scheduling of varied forms of informational and media materials, and articles and publications.
- Skill in the application of all the core knowledge required in state-of-the-art communications, print layout, and production.

- Knowledge of methodologies and practices of video production and ability to operate a digital video camera and edit video clips.
- Skill in performing desktop PC applications.
- Ability to effectively work with, engender cooperative support, and consult with governance, members, management and staff.
- Ability to effectively communicate with media representatives, printers, and advertisers who purchase space in organization publications.
- Ability to effectively organize work and handle multiple priorities effectively.
- General knowledge of union contract structures, the labor movement, collective bargaining, labor issues and laws.
- Possess attributes that support the values, goals, and mission of PSEA, which includes the tenets of unionism, quality education, appropriate compensation and benefits, professional development, and working conditions for all members.

Education, Experience, and Special Requirements

A Bachelor's Degree in Journalism, Media Relations, Communications, or a related field and three years of progressively responsible professional editing and publications, media relations, and/or communications experience, which included publishing, writing, and/or newsletter/periodical production, is required. Additional experience and/or training in electronic social media, video editing, and public relations is preferred.

A valid driver's license is required.

Updated: 7/1/2021