

PENNSYLVANIA STATE EDUCATION ASSOCIATION
Job Description

Job Title: **Region Advocacy Coordinator
(UniServ Specialist)**

Reports to: **Region Field Manager
Assistant Executive Director for Field Services
Executive Director**

FLSA Status: **Exempt (Salaried)**

Job Category: **Strategic Professional**

Job Definition

This position is responsible for providing expert specialized services that advance the organizational priorities within the region and outside the region on a supplemental or substitute basis. The position provides coordination and assistance for internal and external organizing, communications and message management, local strategic and tactical support, legislative advocacy support, and election and PSEA-PACE fundraising support.

The position works as a member of a region team and collaborates with UniServ Representatives, region governance, and local association leaders. The position also works with various PSEA divisions and departments, primarily HQ Field, HQ Government Relations, and HQ Communications, to provide field support and coordination for program delivery to members.

Region-level work is managed and prioritized through the appropriate region field manager. Staff in this position may be diverted from other duties to address organizing, legislative advocacy, or election and PSEA-PACE fundraising priorities as determined by the Executive Director.

Responsibility Summary

Region Advocacy Coordinators perform the following core operational functions in support of their regions and PSEA:

1. **Coordinate internal and external organizing** in the region, by working with UniServ staff, local leaders, and appropriate HQ staff as needed to build capacity by maximizing membership and improving the strength and vitality of existing locals and PSEA.

At the discretion of the Executive Director, staff in this position may be diverted from region-based activities to make organizing support the staff's principal responsibility.

- a. Identifies targets for internal and external organizing initiatives, designs and recommends effective organizing plans, meets with prospective members and works with local associations and appropriate UniServ staff to develop and implement programs to recruit new members, prevent the loss of current members, and oppose privatization initiatives.
 - b. Conducts external organizing campaigns in accordance with PSEA's Organizing Guidelines and in compliance with appropriate laws and regulations.
 - c. Assists locals and appropriate UniServ staff seeking to expand the bargaining unit through unit clarifications or special elections.
 - d. Assists locals and appropriate UniServ staff with mergers of existing bargaining units.
 - e. Promotes and delivers programs to raise awareness of PSEA programs and services.
 - f. Assists locals to organize around issues of concern to local members and/or the community.
 - g. Educates public school employees on how to be union members in new locals and to effectively contribute to the local's vitality and capacity.
 - h. Promotes and increases membership in Partners for Public Education, PSEA Retired, and Student-PSEA.
 - i. Identifies and facilitates opportunities to network, collaborate, partner, and build coalitions around education and labor issues, including but not limited to the Labor Solidarity Partnership Program (LSP).
2. **Coordinate communications and message management** by ensuring that local associations have appropriate internal and external communications support, and that organizational messaging is deployed in the region, working with UniServ staff, local leaders, and appropriate HQ staff, as needed.
- a. Advises and trains PSEA member spokespersons, developing talking points, and drafting press releases, op-eds, statements, and other communications to support local, region, and statewide messaging goals.
 - b. Serves as a spokesperson for the organization in the region's media market.
 - c. With support from HQ as necessary, assists in the delivery of key organizational messages through the deployment of letters to the editor and op-eds and through public comments to media in the region's media market.

- d. Provides information to HQ Communications on member stories in the region for use in PSEA publications.
- 3. **Coordinate local strategic and tactical support** to assist local associations in contract negotiations, oppose privatization initiatives, and ensure that local associations have appropriate training, resources, and expertise to address other local challenges, working with region staff, local leaders, and others.
 - a. Designs and implements crisis prevention strategies.
 - b. Develops and implements strategies to prevent or win decertification elections and attempts at disaffiliation.
 - c. Assists local leaders to develop and implement issue-organizing campaigns.
 - d. Delivers onsite strategic and tactical management to local associations facing organizing, media, and political challenges, including strikes, potential strikes, potential decertification or disaffiliation campaigns, privatization initiatives, school safety emergencies, and attacks on public education and employees.
- 4. **Coordinate legislative advocacy support** by recruiting, training, and supplying information to member advocates, providing information to other local leaders, and coordinating organizational initiatives aimed at influencing members of the General Assembly on key issues, working with region staff, local leaders, member advocates, HQ Government Relations, and HQ Communications, as necessary.

At the discretion of the Executive Director, staff in this position may be diverted from region-based activities to make legislative advocacy support the staff's principal responsibility.

- a. Ensures that, to every extent possible, every building in the region includes a trained and functioning member advocate.
 - b. Designs appropriate support products to recruit, train, and supply member advocates, with support from HQ Government Relations and HQ Communications, as necessary.
 - c. Provides training, support, and regular communications to member advocates to prepare them for legislative advocacy campaigns.
 - d. Coordinates with HQ Government Relations and HQ Communications, as needed, to ensure that member advocates deploy legislative advocacy initiatives as identified by HQ.
- 5. **Coordinate election and PSEA-PACE fundraising support** by providing member advocates with appropriate information and support related to PSEA-recommended

political candidates and by providing local leaders with appropriate support and resources to assist in PSEA-PACE fundraising, working with region staff, local leaders, member advocates, local PSEA-PACE chairs, HQ Government Relations, and HQ Communications, as necessary.

At the discretion of the Executive Director, staff in this position may be diverted from region-based activities to make election or PSEA-PACE fundraising support the staff's principal responsibility.

- a. Designs appropriate election and PSEA-PACE support products to recruit, train, and supply member advocates and other local leaders with information and materials related to PSEA-recommended political candidates, with support from HQ Government Relations and HQ Communications, as necessary.
- b. Provides training, support, and regular communications to member advocates to prepare them for election campaigns.
- c. Coordinates with HQ Government Relations and HQ Communications, as needed, to ensure that member advocates deploy coordinated election campaigns as identified by HQ.
- d. Identifies local associations for targeted PSEA-PACE fundraising campaigns and supports and recruits PSEA-PACE chairs and other local leaders in the deployment of those campaigns.

6. Carry out specialized program assignments, including:

- a. Serves as staff consultant to region committees.
- b. Contributes to statewide Association communications vehicles.
- c. Fulfills special editorial assignments for in-house publications.
- d. Writes speeches for PSEA officers and leaders as assigned by the Executive Director in consultation with field management.
- e. Performs related work as required and/or assigned by management.
- f. Attends the NEA-RA as assigned by management.

Knowledge, Skills, and Abilities

- Knowledge of current principles, methods, and practices communications and media relations.
- Knowledge of educational advocacy issues at the local, state and national levels.

- Knowledge of labor relations, the labor movement, and union-side perspectives in collective bargaining.
- Ability to implement effective internal and external organizing, crisis management, and strategic campaign activities.
- Strong verbal and written communications skills.
- Ability to present information to disparate audiences.
- Ability to develop effective messaging around organizational priorities and campaigns.
- Ability to mobilize leaders and members around organizational priorities and campaigns.
- Ability to organize new members and assist in the development of new local organizations.
- Effective task organizational skills including handling multiple priorities effectively.
- Skill in effective conflict management and handling interpersonal disputes.
- Ability to develop original ideas, approaches, and solutions and assemble and present information for ambiguous and confrontational situations.
- Ability to support and defend a cause, particularly in the face of pressure, stress, and adversity.
- Ability to promote and deliver programs to raise awareness of Association functions and services.
- Ability to consult effectively with leaders, members, and all levels of Association management and staff.
- Ability to assess the strength and vitality of locals and create plans to overcome weaknesses.
- Ability to implement extensive organizational campaigns.
- Ability to develop, implement, and maintain organizing and community campaigns.
- Ability to assess interpersonal dynamics, bases of influence, undisclosed agendas, and motives of key players, spokespersons, or media representatives in community and

local meetings by reacting responsibly, quickly, and decisively to the issues put forth in their presentations and position statements.

- Ability to assess conditions quickly and alter one's decisions and actions in the face of changing facts and complex circumstances.
- Ability to efficiently learn PSEA, school district, government, and community-based organization structures and affiliated policies and regulations that influence or affect work.
- Ability to interact and/or consult effectively with leaders, members, NEA representatives, local education agency administrators and staff, and all levels of Association management, staff, and governance.
- Ability to develop, administer, and perform effective training on varied issues/subjects to both staff and members in varied venues.
- Ability to work lengthy and irregular hours on a daily basis, including considerable evening and weekend work.
- Possession of attributes reflective of supporting the values, goals, and mission of PSEA, which includes the tenets of unionism and quality education.

Education, Experience, and Special Requirements

A Bachelor's Degree in Media, Industrial Relations, Communications, Education or a related field and five years of progressively responsible professional media relations, organizing, political action, or education experience is required.

A Master's Degree in a related field is preferred.

Possession of a valid driver's operating license.

January 23, 2015