

MINNESOTA NURSES ASSOCIATION

345 Randolph Avenue #200

St. Paul, Minnesota 55102

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E-Mail: mnnurses@mnnurses.org

NOTICE OF POSITION OPENING

POSITION TITLE: Field Staff, Communications

DATE: October 9, 2012

ACCOUNTABLE TO: Executive Director

AVAILABLE: Immediately

RESPONSIBILITIES:

Works to promote and achieve the goals and priorities of the Minnesota Nurses Association (MNA). Duties may include, but are not limited to: establishing best practices for MNA's communications program; creating content for all of MNA's communications channels, with a strong emphasis on written content; coordinating and maintaining MNA's social media presence; providing media training for MNA members and elected leaders; developing ideas and opportunities for feature articles, interviews, and presentations; and developing and maintaining contacts with community and media representatives. Other duties as assigned. Travel is required, including overnight stays.

QUALIFICATIONS:

Education: Baccalaureate degree required.

Experience: At least five years of professional experience in strategic communications or media relations, some of which must be related to public policy and advocacy. Expertise in all forms of existing and developing social media. Outstanding written and oral communications skills. Ability to educate and train members to understand issues and relate them to the media. Excellent computer / internet skills.

SALARY: Per MNASO Local 1, Unit 2 Contract Agreement.
MNA is an EEO/AA Employer.

CONTACT: Julie Kinsel, Executive Assistant