

**SEDL**  
**Administrative Services (Room 120)**  
**4700 Mueller Blvd., Austin, Texas 78723**  
**(800) 476-6861 or (512) 476-6861, ext. 6520 (Voice) or (512) 391-6578 (TT)**

**AN EQUAL EMPLOYMENT OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER**

**NOTICE OF SEDL VACANCY**

**INTERNAL POSTING**

Opens: January 30, 2009

Closes: February 5, 2009

**POSITION TITLE:** COMMUNICATIONS ASSOCIATE  
(This EXEMPT position is based in SEDL's Austin office)

**SEDL UNIT:** COMMUNICATIONS

**BASIC PURPOSE:** This individual will lead and participate in the creation, production, and distribution of such communications vehicles as Web sites, webinars, newsletters, catalogs, brochures, media releases, and occasionally research products. Other duties include leading the production of the institutional magazine; creating production schedules; and providing editorial support to staff for products, reports, and funding proposals. In addition, this individual will have leadership responsibilities for the marketing function of the SEDL Center for Professional Learning.

**RESPONSIBILITIES:**

- 1.\* Leads the writing, editing, and maintenance of content for the SEDL corporate Web site. Produces webcasts and webinars for Communications and other departments. Assists staff with webinar productions, podcasts, and other forms of electronic communications. Is responsible for writing monthly corporate bulletins, maintaining corporate Web site freshness, and assisting others in maintaining current news and products on the corporate site. Conceives and produces communications products and materials that support institutional goals through targeted communications for consumers, funding sources, policymakers, and the mass media. Monthly news bulletins include *SEDL Monthly*, and other communication vehicles, e.g., *AfterWords*. Provides customer service support for publications.
- 2.\* Leads the marketing and coordination of the SEDL Center for Professional Learning. Creates comprehensive plan to launch the new professional development center. Creates and launches marketing messages, manages logistics of the program, interacts with all levels of staff to accomplish the Center's goals. Coordinates logistics with department administrative assistant.
- 3.\* Leads the writing, editing, and production of the institutional magazine; creates production schedules and ensures writers and designers meet deadlines and other institutional parameters. Modifies work to achieve intended results. Manages vendors that complement in-house staff.

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- 4.\* Provides editorial support to staff for products, reports, and funding proposals. Edits and reviews products and leads evaluation of completed communications products. Prepares drafts of communications materials, grant and project proposals, and other key documents. Provides expert guidance on editing and writing style based upon the APA, *Chicago Manual of Style*, and SEDL style guides.
- 5\* Leads and coordinates the implementation of media/public relations activities. Writes press releases, sends out releases, follows up with reporters, develops relationships with reporters, and manages press lists. Responsible for planning year-long campaigns for a variety of audiences.
6. Performs other such duties as may be assigned by the Director of Communications.

\* indicates an essential function of the position

**MINIMUM SKILLS REQUIRED:** Proven ability to write, analyze, synthesize, or summarize information about issues in K-12 education for a variety of audiences. Strong conceptual, analytic, and writing skills. Proven ability to write and edit articles, newsletters, media releases, reports, and other documents with fluency and precision; attention to detail. Ability to work independently and as a team member to successfully accomplish tasks. Ability and willingness to work with multilingual, multiethnic, and multiracial coworkers and constituencies. Proficient use of Microsoft Word, InDesign, PowerPoint, Live Meeting, and a data management system is required. Experience with e-mail campaign managers and Web analytics is required. Must have experience with writing, maintaining and managing Web-based content.

**MINIMUM EDUCATION REQUIRED:** Masters degree from an accredited university or college with a concentration in communications, English, journalism, public policy, or a related field.

**MINIMUM EXPERIENCE REQUIRED:** Five years, successful, relevant work experience, preferably in the development of a wide range of educational and research-based materials, publications management, or magazine production at an association. Experience in the use of Web-based technology to disseminate promotional materials, products, or reports. A proven track record of publications management is required. A proven track record of writing and managing content for the Web is required. Familiarity with HTML, Live Meeting and other Web-based communication tools is strongly requested.

**WILL BE SUPERVISED BY:** Director of Communications

**TRAVEL:** Individual must be willing and able to perform all travel (including overnight and commercial airline travel) that is necessary to accomplish the principal accountabilities associated with (and/or the essential functions of) the position. Travel for this position is estimated at 5%.

**SALARY:** Communications Associate is on Pay Grade 11 of SEDL's Salary Structure. The total salary range is \$52,788 – \$79,188. Initial salary is dependent on the successful applicant's relevant experience and education, plus benefits.

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Funding for this position is made available from various local, state, and national projects and is considered "soft money." Continued employment is dependent upon SEDL's needs, the availability of funds, and the staff member's satisfactory performance. The successful applicant will be employed initially on a probationary basis generally not to exceed six months.

SEDL does not discriminate against staff members or applicants because of race, color, creed, religion, national origin, age, sex, sexual orientation, marital or veteran status, or disability. SEDL also implements Affirmative Action Policies and procedures as required by the Office of Federal Contracts Compliance Program of the U.S. Department of Labor. SEDL does comply with City indoor air ordinances by prohibiting smoking of any kind, at any time, in any portion of SEDL's space in any of its offices. SEDL maintains a Drug-Free and Alcohol-Free Workplace as required by state and federal law. NOTE: If offered employment by SEDL, the successful applicant shall be required to allow SEDL to examine her/his valid original U.S.A. Social Security Number Card and other such documents as may be required by the U.S. Citizenship and Immigration Services as evidence of identity and employment eligibility.

SEDL reserves the right to (a) not fill this position or (b) re-open this position's notice of vacancy. The applicant should be aware that, as a condition of employment, SEDL may require a release of information concerning (a) a background security check or (b) status of driving record (if position requires travel).

**TO APPLY:** Please submit a SEDL application form and writing sample to Human Resources by February 5, 2009. Contact Tracy or Sue Liberty for an access code, which will allow online access to fill out the application form. Please email a writing sample to [careers@sedl.org](mailto:careers@sedl.org) or bring it to the HR office. Note: It is the applicant's responsibility to ensure that their application materials are submitted prior to 5:00 p.m., February 5, 2009.

Sue Liberty  
Human Resources Generalist