

MASSACHUSETTS NURSES ASSOCIATION

Title: Public Communications Division Assistant
Date: May 2022
Reports to: Director of Public Communications

POSITION SUMMARY

Responsible for the performance of administrative functions primarily in support of the Division of Public Communications. Works cooperatively with other division assistants and associate directors within the association and is directly responsible to the division director.

PRINCIPAL ACCOUNTABILITY

- The division assistant provides services and support to the division director, the associate directors and print shop technicians to meet the division needs and support division goals.
- An annual performance evaluation will be conducted by the director of the division.

RESPONSIBILITIES

- Coordinate the many responsibilities of the division's staff in its various production units.
- Coordinate print jobs and delivery of product with outside constituents/coalition partners.
- Coordinate follow-up of outstanding projects when PC staff are out.
- Coordinate print needs and mailings for regional managers.
- Edit/proof member and non-member handbooks. Responsible for coordinating print material, assembly, storage, and distribution of the information contained in handbooks. Coordinate the updating of print material contained with the division directors.
- Edit/proof material produced for distribution by division director and associate directors.
- Edit/proof press releases, advisories, bulletins, flyers, ads, MassNurse and regional newsletters.
- Research various clipping services and make recommendations to division director at renewal time.
- Responsible for processing copyright requests for MNA print material.
- Bill advertisers and make follow-up collection calls for overdue accounts.
- Bill outside constituents for shipping of print jobs.
- Maintain up-to-date distribution lists for disseminating press releases and advisories.
- Distribute press releases through PR Newswire and via email database.
- Contact media outlets as directed to drive turnout to events and coordinate with PC staff to provided needed information as requested by media.
- Assemble media packets as needed.
- Monitor website domain names to ensure timely renewal of MNA domain names.
- Assist director and associate directors with placement of advertising as needed.
- Monitor and track each print job to ensure quality and timely output.
- Monitor website bulletin board to keep material current.
- Assist when needed with postings to social media.
- Monitor and track budget expenditures/invoices to ensure timely delivery to Finance to prevent late charges.
- Monitor and establish ongoing tracking of print costs for in-kind services.
- Responsible for coordinating all MNA nurse mailings.

- Monitor newspapers and news sites for MNA-related or healthcare and nursing media clips.
- Maintains word processing and computer skills.
- Other duties as assigned.

QUALIFICATIONS

1. Minimum five years related experience in communications and/or public affairs (and two years business school/college preferred).
2. Typing (minimum 55 wpm).
3. Proficiency in Microsoft Office, including Word, Excel, PowerPoint and Publisher programs.
4. Familiarity with IMIS systems a plus, familiarity with PR Newswire, 360 Media Watch and social media platforms desired.
5. Good communication/interpersonal/organizational skills.
6. Excellent proofreading, spelling/grammar competencies. Knowledge of AP Style Manual standards.
7. Must be able to function with minimal direction.
8. Functions effectively in a very busy (often stressful) environment.
9. Able to travel, on occasion, as work duties require.

LEVEL II

Revised 5/14; 9/20; 5/22