

POSITION DESCRIPTION



Classification title:	Public Relations Coordinator
Working title:	Same as above
Salary range:	14L (\$67,651-\$99,723 annually+benefits)
Job type:	Full-time
Reports to:	Director of Communications
Bargaining unit status:	Non-exempt
Location:	Shoreview, MN. Hybrid. Some travel required.
Date of revision:	April 27, 2026

POSITION PURPOSE:

The Public Relations Coordinator is responsible for developing and implementing an effective communications strategy for the Minnesota Association of Professional Employees. They are ultimately charged with communicating and projecting a positive vision of MAPE to both the broader public and internal audiences. Taking direction from the Director of Communications, the Public Relations Coordinator is held accountable for the following duties and responsibilities: (i.) member/internal communications, (ii.) video production, (iii.) social media promotion, (iv.) website maintaining, (v.) negotiations promotional work, (vi.) media relations and (vii.) other related tasks as assigned.

DUTIES AND RESPONSIBILITIES:

- i. Member/Internal Communications:** Provide high level internal communications for members and staff including:
 - Writing web articles and internal stories focusing on MAPE activities and promoting the value of union activism and membership.
 - Preparing plans for internal communication campaigns, as well as supporting other work plans and work teams as assigned.
 - Coordinating with locals, committees and other MAPE groups to draft and carry out communications plans that will assist in their unique communications endeavors.
 - Assisting in preparing and sending out MAPE's newsletter, updates and other news pieces to defined sectors of the membership.
 - Promoting and supporting message discipline and branding throughout the organization.
 - Providing assigned committee support.

- ii. Video Production:** Work with the communications team on video production including recording events, conducting interviews, editing footage and posting a finished product on MAPE's website and YouTube channel. These duties will include:
 - Creating a professional product that can be used by the staff and membership to promote and educate the public about the work and accomplishments of MAPE.
 - Editing and captioning all videos with applicable editing software.
 - Providing regular video footage to ensure new and creative material is always being updated and provided to the membership.

- iii. Social Media Promotion:** The Public Relations Coordinator will support the Communications Coordinator with promoting MAPE's visibility using social media. This position will help provide daily content across all social media outlets while tracking and reporting all metrics. Specific duties will include supporting the following:
 - Creating a comprehensive social media strategy to define programs that use social media marketing techniques that increase visibility and use by the membership.
 - Monitoring and maintaining MAPE's Facebook, Twitter, YouTube, LinkedIn, Instagram and BlueSky.
 - Monitoring Facebook, Twitter and other external social media outlets, websites

and blogs for news that would be important to MAPE.

- Developing strategic proposals to implement social media trends and best practices.
- Experimenting with new and alternative ways to leverage social media activities.
- Developing strategies to use social media to recruit new members.
- Supporting/utilizing texting campaigns through Hustle software in coordination with Operations Team.

iv. Website Updating: The Public Relations Coordinator will support the Communications Coordinator in maintaining MAPE's website (www.mape.org). Specific duties will include supporting the following:

- Add and update news section, homepage slider, committee pages, etc. on the MAPE website.
- Complete an annual website audit to ensure materials are updated appropriately, all navigations are working as they should and our website is accessible for those who require tech accommodations.

v. Negotiations Promotional Work: Provide support (as assigned by the Director of Communications) for MAPE's Negotiating Team, Executive Director/Chief of Staff and President throughout state contract negotiations. Specific duties may include:

- Advising and supporting the MAPE negotiations committee on internal and external communications, including attending meetings.
- Assisting with communications for the membership including FAQs, meeting updates, writing scripts and editing contract language.
- Coordinating scripting and producing town halls for member and leadership communications.
- Conducting basic research (literature review) on bargaining related topics and providing summaries of the research findings.

vi. Media Relations: The Public Relations Coordinator is responsible for promoting positive coverage of MAPE in the news media. Specific duties include:

- Building and maintaining relationships with new and traditional media representatives.
- Implementing and sustaining a strategic media relations plan with a focus on branding.
 - Developing earned media campaigns including planning, strategies, messaging, training, creating partnerships with other organizations

- and public event coordination.
- Writing articles, columns, video news releases and other materials that showcase MAPE's message and goals in new and traditional media.
- Writing and distributing press releases and other written forms of communication.
- Coaching and assisting staff on media engagements.
 - Preparing MAPE spokespersons and local leaders/activists with talking points, messaging, research and practice interviews.

- vii. Other Related Tasks as Assigned:** The Public Relations Coordinator is expected to carry out several other related tasks. This may include:
- Assisting with communications objectives outlined in MAPE's strategic Plan.
 - Providing training surrounding communications elements including media, social media, spokespersons, messaging etc.
 - Working in a public relations function alongside organizations with shared interests.
 - Creating brand identity supporting effective branding of MAPE.
 - Using effective public relations tactics to assist in crisis management.
 - Assisting MAPE staff on external communications for special projects.
 - Working with the MAPE communications team to research public policy issues that pertain to MAPE and state government.
 - Other duties as assigned.

PERFORMANCE REVIEW:

The performance of the Public Relations Coordinator will be reviewed at least annually by the Director of Communications. The purpose of the performance review will be twofold: (i) to agree to a set of concrete goals for the following six to 12 months and (ii) to assess the extent to which goals from the previous six to 12 months have been achieved. Performance targets should be based on the responsibilities and duties articulated in this position description.

PERSON SPECIFICATION: The ideal candidate for the post of Public Relations Coordinator should:

- Possess a bachelor's degree in communications, journalism or a related field.
- Have at least five years of relevant work experience in a lead public relations or similar communications position (preferably in a unionized workplace).

- Have documented successes in the areas of public relations and communications for a statewide or regional organization.
- Show a willingness to learn new things and the confidence to pitch new ideas.
- Have a thorough understanding of how social media can be used to promote an organization and its vision.
- Demonstrate sound news judgment.
- Demonstrate superior problem-solving skills.
- Demonstrate ability to work independently and in a team.
- Communicate effectively.
- Demonstrate ability to prioritize in a multi-tasking environment.

Please note:

The goals and work activities listed in this position description are intended to describe the essential functions of the person assigned to this job. They are not intended as an exhaustive list of all job duties, responsibilities and requirements.

All MAPE staff are prohibited from any involvement in MAPE local, regional or statewide internal politics.

This position is represented by OPEIU Local 12.

To apply:

Email resume and cover letter to jobs@mape.org by Wednesday, May 27, 2026.