

MSLA Communications Specialist Job Description

The MSLA Communications Specialist works as an independent contractor under the direction of the MSLA president, on behalf of the Executive Board. The primary focus of this position is on advocacy and outreach within the library and educational communities.

General Responsibilities

- Attends Board meetings in-person or virtually as necessary
- Presents a monthly written report of work done for the Association, including number of hours worked
- Enhances MSLA's image by being active and visible in the library and educational communities and by working closely with other professional and civic organizations.
 - Acts as an advocate for school library programs
 - Supports and encourage advocacy activities in collaboration with the MSLA leadership and advocacy co-chairs.
 - Responds to media requests for comments or interviews
 - Speaks at meetings and conferences as MSLA's representative
 - Represents the Association with other educational and professional organizations as designated by the Board
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Advocacy and Outreach

- **Oversees implementation of the recommendations in the 2018 Report of the Special Commission on School Library Services in Massachusetts**
 - Facilitates stakeholders' meetings to design a 2018-2019 advocacy plan focusing on implementation of the recommendations of the 2018 Report of the Special Commission on School Library Services in Massachusetts.
 - Coordinates train-the-trainer events, in collaboration with advocacy co-chairs, on promoting advocacy.
- **Serves as MSLA's representative on the MLA Legislative Committee**
 - Attends MLA Legislative Committee meetings and provides meeting notes to the Board
 - Seeks inclusion of MSLA's message on Library Legislative Day and at legislative breakfasts statewide
 - Attends Legislative Breakfasts and speaks on behalf of school libraries
 - Provides a checklist and planning assistance to encourage school libraries' hosting legislative breakfasts.
 - Participates in planning annual Library Legislation Day at the State House
 - Assists MSLA's advocacy co-chairs in developing talking points
 - Communicates with advocacy co-chairs about MSLA's part of the program and on-site logistics.
 - Consults with student contest chairs about awards program logistics and display requirements if this is to be part of Legislative Day
 - Attends the event at the State House as MSLA's representative
- **Hosts a session at MSLA Annual Conference to report on the year's activities and discuss next steps with the membership.**
- **Coordinates communications with MSLA membership on advocacy issues.**
 - Work with MSLA leadership to identify key communicators to maintain regular communications on the legislative agenda

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- Add and keep relevant website content up to date
- Send scheduled messages to MSLA email list and social media accounts
- Seek publicity avenues for the MSLA message
- Coordinate response to media requests for comments or interviews

Professional Qualifications:

- Experience as a school librarian and/or deep knowledge of challenges and priorities of school library programs
- Sustained membership in MSLA, preferably with Executive Board experience
- Transparent and high integrity leadership
- Solid decision-making and reporting skills
- Strong organizational abilities including planning, delegating, program development and task facilitation
- Ability to convey a vision of MSLA's strategic future to the Board, members and the public
- Strong written and oral communication skills
- Ability to interface and engage diverse groups
- Demonstrated ability to oversee, motivate and collaborate with colleagues
- Strong public speaking ability

Annual Review

The specific duties assigned to the Communications Specialist are established by the Board and may be revised at the Board's discretion, in consultation with the Specialist. The Specialist's fee will be determined by a vote of the Executive Board.

In May, the President will make a written report to the Executive Board to include:

- The Communications Specialist's performance review
- Recommendation as to continuation of consulting role
- Compensation recommendations and effective date of change
- Recommended changes to the job description

The Executive Board will:

- Vote to accept the report and recommendations of the president
- Vote on compensation changes and specify the effective date of change, if any