



**FIELD COMMUNICATIONS COORDINATOR  
COMMUNICATIONS  
MIDWEST & SOUTH REGIONS**

*\*TEMPORARY NOT TO EXCEED MARCH 31, 2018*

**OVERVIEW OF RESPONSIBILITIES:**

The AFL-CIO Field Communications Regional Coordinator works within targeted states to create, execute, and lead external and internal communications plans as a part of political, issues, and organizing campaigns. The Regional Communications Coordinator serves as the communications liaison between the national AFL-CIO, State Federations, Central Labor Councils, affiliated unions, and labor movement allies in the region to manage message coordination, and help build long-term capacity in the region. The field communications program has a multi-part purpose:

- (1) to advance the goals of state, regional, and when appropriate, national issues, political, and organizing campaigns through internal and external communications;
- (2) to help the AFL-CIO shape the public's opinion of unions and make workers' voices heard through integrated, on-the-ground press and social media activities; and
- (3) to identify and help develop effective communicators for the labor movement.

The Field Communications Regional Coordinators work under the direction of the State Communications Director in the Communications Department and is the lead for communications work in his/her designated regions.

**DESCRIPTION OF DUTIES:**

- Design and execute communications campaign plans and strategies in collaboration with State Federation, Central Labor Council, and affiliate leaders and staff in the regions;
- Craft messages that build into a narrative for state political and issues campaigns;
- Organize, create and lead communications trainings for union leaders, staff, and members;
- Identify the most influential reporters and bloggers, and work to build strong relationships with them;
- Generate, monitor and disseminate, and rapidly respond to press coverage of labor and workers' issues throughout the regions;
- Identify opportunities to cultivate to garner media coverage for AFL-CIO political and issues campaigns;
- Regularly meet with and convene communications staff throughout the regions to assist with strategic campaign communications planning, capacity building, and conducting external and internal communications;
- Manage sensitive relationships and serve as primary AFL-CIO field communications representative for labor leaders, allies, staff and members in the regions;
- Stage press conferences and events;

- Develop, write, edit and distribute internal and external campaign communications materials, such as sample letters to editors, emails, and other materials as necessary;
- Strategically utilize broad communications platforms, such as, blogs, Twitter, Facebook, YouTube, Action Network, and other online, social media, broadcast and print communications;
- Produce regular reports on activity and background materials for internal and external use;
- Be a communications liaison:
  - Serve as the primary/initial communications contact for State Federations and Central Labor Councils.
  - Work with communications staff, field staff, headquarters staff and state union leaders to integrate internal and external communications into political and issues campaign plans.
  - Work through the Digital Communications Director and directly work with other headquarters staff as appropriate to integrate field communications with overall earned media and message plans and strategies on a daily basis.
- Perform other duties as assigned.

**QUALIFICATIONS:**

- BA or BS in relevant field is required;
- At least four to five years of relevant work experience and demonstrated success in relevant areas especially political or issue campaigns;
- Knowledge of and commitment to the labor movement and issues affecting working people;
- Demonstrated experience drafting a communications plan and conducting media relations;
- Excellent writing skills;
- Demonstrated ability to create and execute email and social media campaigns;
- Demonstrated ability to manage multiple tasks and work under tight deadlines;
- Talent to adapt and learn quickly, and keep others informed/together in a fast-paced, changing environment;
- Well-organized, thorough, and attentive to details;
- Strong relationship builder;
- Excellent computer skills including internet-based research, proficiency with Microsoft Office Suite, desktop publishing software, and email and social media tools;
- Demonstrated ability to work independently within the context of a plan;
- Demonstrated experience and comfortability speaking before a group;
- Spanish language proficiency preferred;
- Previous experience with unions, student labor coalitions, community organizations and other labor related organizations is preferred;
- Ability and willingness to work long and extended hours including weekends;
- Ability to travel frequently.

**Writing samples are required.**

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