



AMERICA'S UNIONS

COMMUNICATIONS DIRECTOR
COMMUNICATIONS
WASHINGTON, DC [HEADQUARTERS]

The AFL-CIO is working to improve the lives of working families, bringing fairness and dignity to the workplace and securing social equity.

Summary of Position

National labor federation seeks a highly motivated communications director skilled at all facets of the job. Must be comfortable operating in a high-pressure, high-velocity environment. This is a full-time position that offers competitive salary and benefits.

Essential Duties and Responsibilities

- Creates and implements a strategic communications plan with measurable milestones and outcomes to shape the overall narrative of key issues.
- Conceptualizes, develops and implements media strategies that will increase the level and quality of coverage of the organization's positions.
- Supports cross-functional team efforts for the organization's strategic visibility initiatives.
- Sets communications strategies and executes programs to deliver communications objectives throughout the organization.
- Manages media relations and maximizes media opportunities.
- Manages staff and consultants and coordinates communications strategies with departments within the federation, as well as among union affiliates and progressive and state-based groups.
- In consultation with leaders and other federation departments, crafts the organization's message and provides message discipline through regular communications and talking points.
- Prepares organization's leaders and senior staff for media interviews and appearances.
- Other duties as assigned.

Qualifications

- Minimum of 5 years senior leadership experience in strategic communications.
- Bachelor of Arts in relevant field required.
- Experience developing and coordinating media strategies with outside groups.
- Demonstrated ability to lead teams and workshops in developing and implementing work plans.
- Proven ability to lead by example and foster mentoring relationships.

- Strong interpersonal, communication, management, and strategic planning skills.
- Ability to manage relationships in complex political and sensitive organizational situations.
- High level of individual motivation.
- Knowledge of current and emerging digital communications.
- Demonstrated ability to work collaboratively, work well under pressure, and manage multiple priorities and projects effectively.
- Proven social media strategy.
- Attention to detail and accuracy.
- Familiarity with unions or progressive organizations and policies.
- Excellent writing and editing skills – press releases, editorial board memos, op-eds, among other things.
- Ability to perform evening and weekend work.

Apply here: <http://aflcio.hirecentric.com/jobs/>

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