



**NATIONAL PRESS SECRETARY FOR CIVIL, HUMAN AND WOMEN'S RIGHTS
COMMUNICATIONS
WASHINGTON, D.C. [HEADQUARTERS]**

OVERVIEW OF RESPONSIBILITIES:

The Communications Resource carries the voice of America's unions to the media, to leaders and to the general public through various communications outlets.

The National Press Secretary for Civil, Human & Women's Rights will serve as the communications and press lead on civil rights, immigration, working women, constituency groups, voting rights, LGBTQ issues, the AFL-CIO Racial Justice Task Force and more.

The National Press Secretary for Civil, Human & Women's Rights will work closely with the Civil, Human & Women's Rights Director and be a key message and content development resource for AFL-CIO officers and senior staff on a broad range of civil, human and women's rights issues.

The National Press Secretary for Civil, Human & Women's Rights is supervised by the Deputy Communications Director.

DESCRIPTION OF DUTIES:

- Develops and implements strategies to lift up the labor movement's commitment to civil, human and women's rights, using the full range of media.
- Proactively pitches and responds to inquiries from journalists, working with them to pursue story ideas and provide information about civil, human and women's rights to generate positive media coverage of the labor movement.
- Serves as the press lead on civil rights, women's economic agenda, voting rights, police reform, immigration, LGBTQ issues and more.
- Serves as Communications Resource liaison to the AFL-CIO Civil, Human & Women's Rights Director, AFL-CIO constituency groups and the AFL-CIO Racial Justice Task Force.
- Serves as on-the-record spokesperson on civil, human and women's rights issues.
- Serves as the main point of contact with Spanish-language media.
- Leads the work with international media outlets and labor organizations to highlight the AFL-CIO's commitment to human rights.
- Composes news releases, background items, talking points, advisories, op-eds, blogs and other media content.
- Coordinates with AFL-CIO officers, senior staff, affiliates, media, coalition partners and the public (locally and internationally).
- Provides media support for local and national strategic campaigns as needed.

- Conducts media training with union activists and leaders.
- Works with affiliate, state federation and local labor body communicators to plan media events, coordinate consistent message delivery, and provide communications support for civil, human and women's rights activities.
- Works with communicators at civil, human and women's rights allied organizations on media and communications strategy around joint efforts and initiatives.
- Keeps the director fully informed on a regular basis on issues affecting civil, human and women's rights.
- Prepares and submits regular and ad hoc reports on resource activities as required.
- Performs other duties as assigned.

QUALIFICATIONS AND SKILLS:

- Minimum 7 years of experience working in media relations, journalism or communications, with a focus on civil, human and women's rights.
- Bachelor's degree in related field or equivalent experience with specific demonstrated experience in civil, human and women's rights issues;
- Demonstrated experience working with communities of color, women and the LGBTQ community;
- Demonstrated extensive knowledge of issues including racial justice, gender equity, voting rights, employee non-discrimination, equal pay, working families, and other issues relevant to current civil, human and women's rights issues;
- Demonstrated ability to plan, problem solve and think creatively and strategically;
- Demonstrated experience working successfully in politically sensitive and high pressured environments;
- A strong understanding of the labor movement, the AFL-CIO and economic and social justice issues.
- Effective time management skills, including prioritizing and managing multiple tasks, and demonstrated experience in developing professional work plans and goals.
- Excellent verbal and written communication skills.
- Strong interpersonal skills.
- Ability to work independently, as well as part of a team.
- Demonstrated superior writing skills including experience writing op-eds, press releases, fact sheets and other media-related materials.
- Computer proficiency is required; database/spreadsheet, email, internet, and word processing.
- Proficiency in Spanish strongly preferred.
- Flexibility to travel as required in performance of duties.
- Ability to work long and extended hours.

Please provide a cover letter, references and three writing samples (including at least one op-ed). Top candidates will receive a writing test.

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