



## COMMUNICATIONS MANAGER

**Position Status:** Full-Time

**Reports to:** Director, Development

**Location:** Washington, D.C.

**Salary Range:** \$95,000-\$105,000

### **About AFL-CIO Technology Institute**

The AFL-CIO Technology Institute is a non-profit 501(c)(3) organization launched in 2021 to bring the voices of working people and unions into technology development and innovation policy. Creation of the Institute was a core recommendation of the 2019 AFL-CIO Commission on the Future of Work and Unions, a multi-sector collaborative of union leaders determined to build a powerful strategy to prepare our movement for the [future of work](#).

### **To Apply**

If interested in applying, please follow this [link](#) to submit your application. We will review all applicants and, upon qualification, contact you to determine the next steps.

### **The Opportunity**

The Technology Institute seeks a creative and experienced communications expert to amplify its shared vision and mission with a national audience of policymakers, philanthropists, and partners, including workforce experts, academics, and industry. The Communications Manager will build internal and external communications networks and materials, develop communications infrastructure and supports needed to develop a new organizational voice within the labor movement on technology, and execute on diverse program streams and strategies. In close collaboration with the Development Director and the AFL-CIO Working for America Institute (WAI), the Manager will advance the labor movement's role in workforce training and pathways to good quality jobs in emerging innovation economies. In addition, this role provides an opportunity to lead the creation of the Institute's website and social media streams and work across development initiatives and events to produce engaging collateral.

This is an ideal role for an early career communications professional ready to take the next step in their career, have room to grow, try new things in a start-up environment, and help shape the future for working people across the country.

### **Responsibilities**

#### ***Develop Communications Strategy, Infrastructure, and Supports***

- Manage the Technology Institute's communications strategy to amplify initiatives to internal stakeholders and external audiences, including traditional and digital media, policymakers, and the public.
- Collaborate with AFL-CIO affiliates, outside allies, and partner communications teams to develop Technology Institute's internal and external communications strategies and plans.

- Work cross-functionally to define key themes, messages, and objectives to drive awareness and engagement, including communications research and stakeholder collaboration.
- Provide communication support for major speeches, o-eds, columns, video scripts, and key messages, including crafting a wide array of compelling and easily digestible copy on deadline that educates, inspires, and moves the audience to action.
- Monitor mainstream press, trade press, and tech press to develop news & info streams for Technology Institute stakeholders and create distribution architecture
- Build out internal networks and press lists and cultivate relationships with key reporters.
- Work with other communications staff to prepare Technology Institute stakeholders for media engagement, including developing talking points, providing up-to-date research, developing memos, coaching, etc.

#### ***Create Communications Collateral***

- Work with program departments to conceptualize, create and revise campaign materials.
- Contribute creatively to message framing, audience targeting, campaign planning, etc., and execute print and online collateral.
- Conceptualize and write a variety of educational and policy materials for print and online use that moves the audience to take action
- Translate complicated subject matter into compelling and interesting presentations
- Support the development of educational tools for Technology Institute stakeholders

#### ***Manage Social Media and Media Events***

- Manage the development of the Technology Institute's online presence, including branding, website, and social media streams
- Use social media tools and established contacts within the traditional and progressive social media community to extend message reach and impact
- Create media events and other press opportunities to highlight Technology Institute's stakeholders, partners, and allies
- Track progress to goals for brand awareness, increasing engagement and traffic to the website and social media streams, etc.

Other duties as assigned.

#### **Key Qualifications**

##### ***Strategic Communications Expertise***

- Minimum of five years of increasing writing and communications responsibility and success.
- Resourceful and creative. Ability to problem solve and offer recommendations and solutions when needed.
- Data-driven and experienced in meeting and exceeding goals.
- Demonstrated success in writing a range of advocacy materials, including speeches, op-eds, columns, etc.
- Demonstrated ability to adjust tones and capture diverse voices for varying audiences.
- Extensive experience integrating messaging in social media outreach such as Instagram, Twitter, Linked In, TikTok, Facebook, and elsewhere.
- Interest in leading the build-out of communications infrastructure: branding, communications strategy, website, social media presence, etc.
- Bachelor's degree in English or related field preferred or equivalent experience.

##### ***Aligned with AFL-CIO's mission, values, and commitment to the labor movement***

- Commitment to the labor movement and its role in advancing economic and racial justice.
- Experience working in or with labor movement organizations is preferred but not required.

##### ***Collaborative Relationship Builder***

- Confidence and ability to establish effective working relationships at all levels.

- Ability to collaborate and work well with staff.
- Established relationships in the traditional and social media communities.
- Demonstrated ability to cultivate sources and understand and translate nuances.
- Ability to exercise excellent political judgment and complete discretion.
- Excellent interpersonal skills.

***Strong Project Manager***

- Self-starter, ability to work with teams and solo.
- Demonstrated ability to research, report and write on deadline while juggling several projects simultaneously.
- Experience working with contractors and vendors (e.g., graphic designers, etc.) to complete projects.

**Compensation and Benefits**

The salary range for this position is \$95,000 - \$105,000, and any offer will be determined based on a candidate's skills and relative work experience.

The Technology Institute offers employee benefits including

- Excellent employer-paid comprehensive health care, medical, and vision benefits
- Generous leave including annual vacation and sick leave
- Employer Paid Retirement/Pension Plan and 401(k) Savings Plan Match
- A hybrid work culture with the option to work from home up to two times per week

The AFL-CIO Technology Institute is an equal opportunity employer and does not discriminate on the basis of race, color, gender, handicap, age, religion, sexual orientation, or national or ethnic origin. We welcome a diverse pool of applications, believe it is critical that our staff represent the larger labor movement, and are committed to building a culture and community that fosters diversity, equity, and inclusion.

Please note that the AFL-CIO Technology Institute requires all staff to be fully vaccinated unless granted a medical or religious exemption as set forth in EEOC guidelines.