



**PRESS SECRETARY
PUBLIC AFFAIRS
WASHINGTON, D.C. [HEADQUARTERS]**

OVERVIEW OF RESPONSIBILITIES:

Are you passionate about economic fairness and social justice? Do you want to improve the lives of working people and strengthen the labor movement? If you answered, “Yes!” then the AFL-CIO may be the right place for you. We are the largest federation of labor unions in the United States, and our team of dynamic professionals is dedicated to growing worker power and ensuring every working person has a voice on the job. When you work at the AFL-CIO, you’re more than just an individual employee—you’re helping to lead a movement with a proud history and a bright future ahead.

The Press Secretary role is to help disseminate the federation’s message in a strategic and coordinated way across print and digital media.

The Press Secretary is supervised by the Director of Media Relations.

DESCRIPTION OF DUTIES:

Technical Skills

- Ensure that the AFL-CIO’s objectives and achievements are communicated efficiently and effectively to the media.
- Plan and direct the AFL-CIO’s press strategy, respond to media inquiries, pitch stories, and manage press events.
- Pitch proactive press, in addition to pitching principles, subject matter experts, and surrogates for TV, print, and radio.
- Write news releases, background pieces, advisories, op-eds, fact sheets and other news-related materials.
- Prepare union activists and leaders at all levels for interviews, including TV, radio, print, and other public appearances.
- Build relationships with local, national, and labor reporters/producers in order to pitch surrogates and principles.
- Stays informed on the current issues surrounding the labor movement such as the economy, major legislation etc.
- Work with communicators at the affiliate, state and local levels to plan media events, coordinate consistent message delivery, and provide communications support for activities of the labor movement at every level.
- Work with communicators at allied organizations and with elected leaders and activists on media and communications strategy around joint efforts and initiatives.
- Perform other duties as assigned.

Reporting

- Keeps the director fully informed on a regular basis of ongoing projects and tasks accomplished.
- Prepare and submits regular and ad hoc reports on departmental activities as required.

QUALIFICATIONS:

Education

- A bachelor's degree or equivalent experience in communications, journalism, or other related field desirable.

Experience

- A minimum of three years performing proactive media outreach.
- Experience with Capitol Hill or related reporters preferred.
- Experience with advocacy organizations helpful.
- Familiarity of labor movement required.

Skills

- Strong interpersonal skills;
- Good judgment;
- Ability to be a team player;
- Demonstrated superior writing skills including experience writing Op-Eds, press releases, fact sheets, and other media related materials;
- Understanding of basic principles of graphic design and ability to create simple graphics for social media;
- Familiarity with website management;
- Excellent verbal communication skills;
- Proficiency in Internet-based research, word processing, and email programs;
- Experience with social media platforms including Twitter, Facebook, and Instagram;
- Flexibility to travel as required in performance of duties.
- Ability to work long and extended hours; if needed.

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

Salary: \$99,212.74

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

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