



**NATIONAL PRESS SECRETARY AND SENIOR WRITER
COMMUNICATIONS
WASHINGTON, D.C. [HEADQUARTERS]**

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 AFL-CIO Communications team carries the voice of America’s working families to the media, to leaders and to the general public through various media and communications outlets.

The National Press Secretary and Senior Writer will help distinguish the federation’s message on politics and policy issues in a rapidly changing landscape. They will work with the Director of Media Relations, the Deputy Director of Communications, and the media team to execute a strategy for national, state, and local media coverage regarding legislative and political campaigns, the White House, Congress, and federal agencies on issues like the economy and inequality, workers’ rights, and bargaining power for political and legislative campaigns.

The National Press Secretary and Senior Writer reports directly to the Director of Media Relations.

DESCRIPTION OF DUTIES:

- In coordination with the Director of Media Relations and the Deputy Director of Communications, develop, sustain and refine a strategy to secure national political media coverage for the AFL-CIO’s issues, union and members.
- Track and rapidly respond to the political and advocacy stories of the day so the voices of America’s unions and working families are heard.
- Build and maintain relationships with America’s top reporters on relevant beats to ensure ongoing coverage of the need for a pro-worker agenda.
- Independently provide creative ideas and pitch events and stories to key outlets.
- Work with television, radio, and podcast bookers to secure interviews for key union leaders and members.
- Staff AFL-CIO policy staff at interviews and other media outreach events, including in reporter roundtables, editorial board meetings.
- Craft and secure placement of op-eds and other written products to help put unions at the center of the political and legislative debate.
- Create talking points, messaging guides, fact sheets, and other tools and materials.
- Perform other duties as assigned.

QUALIFICATION AND SKILLS:

- A minimum of six years performing proactive political media outreach required.
- Bachelor's degree in communications, journalism, or political science desirable.
- Proven established relationships with political reporters.
- Demonstrated experience working in a national political campaign environment, specifically on proactive media strategy.
- Demonstrated experience conceptualizing and implementing national media plans, including the placement of stories, op-eds and booking of principals on television, radio and podcasts.
- Strong knowledge of the labor movement and the broader fight for economic justice.
- Capitol Hill and/or federal agency experience preferred.
- Demonstrated successful ability to handle rapid response and breaking news political communications.
- Demonstrated superior written and verbal communications skills, including experience writing op-eds, press releases, fact sheets and other messaging materials on political and advocacy issues.
- 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.

Starting salary: \$118,360.07

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