

**California Labor Federation
Job Description**

COMMUNICATIONS SPECIALIST

POSITION DESCRIPTION

The Communications Specialist supports the development of strategic messaging to our affiliates, policy makers, and the public to elect pro-worker candidates, advance worker rights and protections through the legislature and administration, hold elected officials accountable, and build the capacity and infrastructure of our unions and central labor councils to win. This position reports to the Communications Director and is based in the Oakland office.

ESSENTIAL FUNCTIONS

- Participate in strategic communications planning to advance the Federation’s internal and external communications goals;
- Utilize new media techniques to increase the effectiveness, reach, and level of union member participation.
- Create compelling visual content (graphics & video) for California Labor campaigns
- Produce print and online materials, including multi-media presentations for statewide campaigns and events
- Create visuals for social media accounts
- Document events and actions and post real-time content to social media platforms
- Assist with mass email and text campaigns
- Assist with press events and media outreach, as needed
- Write blog posts and other content for Federation platforms
- Maintain photo and paper archives of Federation campaigns and activities
- Work with Events Coordinator on digital and print materials statewide events
- Archive photographs and videos at events from a professional photographer and videographer
- Update and archive Minutes from Pre-Primary and Biennial conventions
- Update the Constitution – Rules and Order of Business after each Biennial convention

REQUIRED KNOWLEDGE AND EXPERIENCE

- 2 + years working in communications and/or public relations for labor union, elected official, campaign or advocacy organization
- Demonstrated graphic/visual design ability including knowledge of Adobe Creative Suite, Microsoft Word and PowerPoint
- Strong digital skills including, WordPress, Action Network (or similar), Mobile Commons
- Project and production management skills
- Strong writing skills
- Video shooting and editing skills preferred
- Team player with occasional long- or irregular hours during times of critical campaigns and events
- Fluency in Spanish a plus

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- Understanding of labor, economic, political and legislative issues; and
- Campaign experience – as a union member, organizer or representative, or in political, legislative or social justice campaigns.
- Firm commitment to the goals and ideals of the labor movement;
- Experience working in fast-paced, high-pressure environments;
- Attention to detail with ability to balance multiple tasks.

WORK ENVIRONMENT

Based in the Oakland office, with frequent travel to the Sacramento office. Significant travel to unions across the state, conferences, and meetings. Work on political or electoral campaigns may require longer-term stay in jurisdiction. Some weekend and evening work.

People of color, bilingual applicants, and women are encouraged to apply.

Please send a cover letter describing your interest and qualifications for the position, and a resume by March 15, 2020 to Steve Smith, Communications Director, at ssmith@calaborfed.org or 1127 11th St. #425, Sacramento, CA 95814

REASONABLE ACCOMMODATIONS:

The CLF provides reasonable accommodations to qualified applicants with disabilities. If you need a reasonable accommodation for any part of the application and hiring process, please notify us at hiring@calaborfed.org (510) 663-4001, or Fax at (510) 663-4099. Your request will receive an individualized assessment and will be processed in the order it was received.

California Labor Federation AFL-CIO provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, California Labor Federation AFL-CIO complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training. California Labor Federation AFL-CIO expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status.