



California Labor Federation, AFL-CIO – Job Announcement

COMMUNICATIONS SPECIALIST

The California Labor Federation represents over 1,200 affiliate unions in California that collectively represent 2.1 million union members in retail, hospitality, and other service sector jobs, janitorial, construction, manufacturing, health care, local and state government, education, arts and entertainment, and other industries. Under the supervision of the Communications Director, the **Communications Specialist** would support the earned media, online media, internal, and external communications' needs of the Federation, its affiliate unions, and central labor councils across the state. Candidates with a demonstrated commitment to economic and social justice work are encouraged to apply.

DUTIES & RESPONSIBILITIES

- Assist the Communications Director to develop and execute strategic communications plans to support affiliates' organizing, legislative, political, contract, and member mobilization campaigns.
- Develop and distribute a range of written communications – press releases, media advisories, op-eds, e-mail blasts, social media posts on Twitter, Facebook, Instagram, and other online platforms, campaign literature, talking points, blog posts, and content for the Federation's website.
- Identify media opportunities and conduct press outreach ahead of press conferences, rallies, hearings, and other mass mobilization events, and respond to incoming media requests.
- Monitor and update affiliate unions and Federation staff of relevant current news.
- Support the Communications Director in managing rapid response and crisis communications.
- Evaluate the Federation's online reach and track digital engagement metrics.
- Proof and copyedit communications materials to ensure they are accurate, use correct spelling and grammar, maintain a consistent tone, and communicate core messages and values.
- Provide staffing support to the Federation's Executive Secretary-Treasurer at press conferences, media avails, and events / meetings in the field.

REQUIRED KNOWLEDGE AND EXPERIENCE

- Bilingual (written and verbal) English/Spanish candidates strongly preferred.
- Prior experience or knowledge of the labor movement, including principles of union organizing and collective bargaining.
- Demonstrated work on external communications and media outreach for labor, political, and/or progressive issue-advocacy campaigns in California.
- Excellent written and verbal communications skills, including the ability to quickly synthesize and distill complex information into concise, impactful public messaging.
- Ability to write effectively in a fast-paced, high-pressure environment with short deadlines.
- Proficiency with Action Network or similar platforms, and experience managing mass email programs.

SALARY AND BENEFITS

This is a full-time, exempt position and a Classification E bargaining unit position represented by the Pacific Media Workers Guild, Local 39521. Includes full family medical, dental, and vision benefits and a defined-benefit pension plan.

WORK ENVIRONMENT

The Communications Specialist is expected to report to the Communications Director, and job duties are expected to be performed in the headquarters office in Sacramento, CA.

TO APPLY

Applicants should email their cover letter, resume, 2 writing samples (1 press release, 1 writing sample of your choice) and 2-3 references to Shubhangi@calaborfed.org.

Equal Opportunity Employer

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