



## California Labor Federation, AFL-CIO – Job Announcement

### COMMUNICATIONS SPECIALIST (VISUAL/DESIGN)

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Do you want to work for the California labor movement? Do you excel in design and video editing, and enjoy working in a dynamic, fast-paced environment? Are you seeking a creative opportunity to create content around issues that everyday working people care about? Are you interested in engaging with a wide variety of audiences about a bold agenda centered on economic justice?

**Apply to work for the California Labor Federation and communicate to workers, union members, elected officials, the press, and the public about everything unions stand and fight for every day.** The California Labor Federation represents over 1,200 affiliate unions in California that collectively represent 2.1 million union members in trucking, retail, hospitality, and other service sector jobs, janitorial, construction, health care, local and state government, education, arts and entertainment, warehousing and logistics, manufacturing, and a variety of other sectors.

Under the supervision of the Chief of Staff, the **Communications Specialist** would support the 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

- Execute communications plans that support unions' organizing, legislative, political, contract, and mobilization campaigns;
- Draft and distribute a range of communications – social media content including graphics and videos, infographics, e-mail blasts, blog posts, content for the Federation's website, flyers, mailers, and campaign literature;
- Think creatively and develop new design concepts, logos, visual identities, graphics, and layouts;
- Help create graphic and print materials for press conferences, rallies, hearings, and other mass mobilization events;
- Produce and distribute videos from events and actions that the Federation and our affiliate unions host or participate in;
- Closely monitor the news cycle and create online content (visual/written) responding to relevant issues in real-time;
- Manage multiple social media accounts and contribute to overall social media strategy;
- Track the Federation's online reach and evaluate digital engagement metrics;
- Proof communications materials to ensure they are branded appropriately, 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, rallies, other events, and meetings;
- Provide staffing support for the Federation's events and conferences.

### **REQUIRED KNOWLEDGE AND EXPERIENCE**

- Excellent visual communications skills, including the ability to quickly synthesize and distill complex information into concise, impactful messaging and visual content;
- Comfort with design software such as Photoshop, Illustrator, Sketch, InDesign;
- Experience designing logos, graphics, print materials at scale;
- Experience utilizing video editing software;
- Familiarity managing social media platforms (Facebook, Twitter, Instagram, TikTok, other emerging platforms);
- Prior experience using Action Network or similar platforms for mass email programs;
- Ability to work effectively in a fast-paced, high-pressure environment with short deadlines;
- Prior work on external communications for labor, political, and/or progressive issue-advocacy campaigns in California preferred;
- Prior experience working in, or knowledge of, the labor movement;
- Strong work ethic and strict attention to detail;
- Ability to take initiative and prioritize multiple tasks and time-sensitive assignments;
- Bilingual (written and verbal) English/Spanish candidates strongly preferred.

### **SALARY AND BENEFITS**

This is a union job represented by the Pacific Media Workers Guild, Local 39521. The salary range for this position is \$64,480 to \$101,290, depending on experience. Includes excellent full family medical, dental, and vision benefits and a defined-benefit pension plan.

### **WORK ENVIRONMENT**

The Communications Specialist is expected to report to the Chief of Staff, and job duties are expected to be performed in the headquarters office in Sacramento, CA. Working in-person is required, commuting a few days a week to Sacramento is acceptable. Driver's license and access to a car is required.

### **TO APPLY**

Applicants should email their resume, cover letter, three design samples (graphics, video, social media posts, etc.) and 3 references to Chief of Staff Shubhangi Domokos at [Shubhangi@calaborfed.org](mailto:Shubhangi@calaborfed.org).



California LABOR Federation

### **Equal Opportunity Employer**

*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.*