



California Labor Federation, AFL-CIO – Job Announcement

COMMUNICATIONS DIRECTOR

Are you an established communications professional who wants to work for the California labor movement? **Apply to work for the California Labor Federation and amplify our message to press, workers, union members, elected officials, 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 2.2 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.

The **Communications Director** serves as the Federation's principal media strategist and helps manage 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

- Lead the development and execution of communications plans that support unions' organizing, legislative, political, contract, and mobilization campaigns;
- Manage media relations, including through developing and maintaining strong press relationships, pitching and placing op-eds and stories to press, tracking and vetting incoming media inquiries, organizing press conferences, preparing press materials and messaging points, monitoring news cycles, etc.
- Oversee content development and distribution for all communication mediums, including content such as press releases, media advisories, statements, op-eds, e-mail blasts, social media posts, campaign literature, talking points, blog posts, and content for the Federation's website;
- Develop strategies to expand the Federation's digital communications program, evaluate Federation's online reach and engagement metrics and advise on strategies for online growth;
- Work in conjunction with other senior staff in the Federation to develop strategic messaging around core campaigns and assist with crisis communications;
- Supervise and oversee communications staff and ensure high quality work product;
- 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, conferences, convenings, and other meetings.

REQUIRED KNOWLEDGE AND EXPERIENCE

- Prior experience managing media relations and strategic communications, including a proven track record of successful media placements;
- Excellent written and verbal communications, including the ability to quickly synthesize and distill complex information into concise, impactful external messaging;
- Excellent content creation skills, including ability to develop and execute short and long-term organizational communications plans;
- Prior experience working in, or knowledge of, the labor movement;
- Prior experience managing employees;
- Preferred prior experience leading communications for labor, political, and/or progressive advocacy campaigns in California;
- Preferred experience with social media management and use of Action Network or similar platforms for mass email programs;
- Previous experience with website content management is a plus;
- Strong work ethic and strict attention to detail;
- Track record of taking initiative and demonstrating strong project management skills;
- Strong ability to write effectively in a fast-paced, high-pressure environment with short deadlines.

SALARY AND BENEFITS

The annual salary for this position is \$115,000 to \$135,000, dependent on experience. Includes excellent full family medical, dental, and vision benefits and a defined-benefit pension plan.

WORK ENVIRONMENT

Working in-person is required, location is flexible. Regular travel to headquarters office in Sacramento required. Driver's license and access to a car is required.

TO APPLY

Interested applicants should email their resume and three writing samples (including one press release) and 3 references to Chief of Staff Shubhangi Domokos at Shubhangi@calaborfed.org.

Equal Opportunity Employer

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