



AFSCME Maryland Council 3 – Communications Specialist

AFSCME Maryland Council 3 represents over 55,000 public service workers throughout Maryland in local, city, county and state government as well as in higher education and the private sector who provide the valuable public services that our communities rely on. We organize in the workplace and fight for dignity, respect, and a fair standard of living for all public service workers.

We are currently seeking a **Communications Specialist that will produce communications materials for a variety of union campaigns and priorities**, such as organizing campaigns, legislative sessions, and contract negotiations. This position will work closely with the Communications Director and use communications strategies and tactics to produce a high-volume of content and materials that support the mission and vision of our union.

If you enjoy traveling across Maryland talking to workers and meeting new people, feel passionate about workers' rights and highlighting the valuable work that AFSCME members do, and thrive in creative, fast-paced, and dynamic environments, then this job is for you.

This position is based in our AFSCME Maryland Baltimore Office at 1410 Bush Street, Baltimore, MD 21230. This position is eligible for limited telework.

Responsibilities:

- Produces materials for effective communication with multiple audiences, including members, potential members, the media, the general public, elected officials, and allies.
- Creates drafts of print and digital materials for both public and member audiences including emails, leaflets, flyers, newsletters, blog posts, talking points, letters to the editor, op-eds, fact sheets, videos, and social media posts for various campaigns. This also includes editing and revising others' content as necessary.
- Works closely with all staff members, including the union's print shop, field representatives, and local leaders, to create, publish, and distribute communications material from start to finish.
- Updates AFSCME Maryland website(s) and social media feeds, including regularly creating and curating content.
- Monitors social media comments and email inboxes and routes concerns or questions to other staff as necessary.
- Travels to worksites and events to gather communications content, such as taking photos, capturing videos, etc.
- Assists in responding to inquiries from the news media, including preparing union leadership, workers, and allies for media interviews.
- Supports the creation and implementation of communications strategies and plans.
- Assists with conducting communications trainings for staff, local leaders, and members.
- Performs other duties as required to support AFSCME Maryland and its mission.

Required Qualifications:

- Graduation from an accredited four-year college or university with course work in communications, journalism, political science or liberal arts or any equivalent combination of education and experience.
- Minimum of 2 years combination of relevant experience or education; preference for those who have worked in communications, organizing, and/or political campaign environments.
- Experience creating and adapting communications materials for print and digital formats.
- Experience creating written materials such as talking points, press releases, emails, and/or news



articles/blog posts.

- Knowledge of email, text messaging, and customer relationship management (CRM) tools, such as Action Network, Scale to Win, and Mobile Commons.
- Experience creating social media content for Facebook, Instagram, and/or LinkedIn.
- Familiarity with HTML/CSS and content management systems, such as WordPress and Drupal.
- Knowledge of tools for graphic design, photography, and video.
- Knowledge of organizing principles and the labor movement.
- Excellent oral and written communication skills, strong attention to detail, and ability to quickly synthesize information and collaborate with others.

We offer a competitive salary and great benefits. We offer a salary range of \$60,978 - \$92,235 (commensurate with experience), fully paid health benefits, 3 weeks paid vacation, 16 paid holidays, 12 sick days, pension, optional 401k, life insurance, and staff union. Women and people of color are strongly encouraged to apply.

To apply, send cover letter and resume to recruiting@afscmemd.org.