



AFSCME Maryland Council 3 – Senior 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 **Senior Communications Specialist** that will be responsible for leading the creation of a variety of communications materials for union campaigns and priorities.

This position will work closely with the Communications Director, local union leaders, and other staff to produce day-to-day communications materials under tight timelines; develop effective internal and external messaging and talking points; create editorial content for the union's website and newsletter; help build and maintain relationships with members of the press; and provide communications support during collective actions such as rallies and marches.

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:

- Develops effective messaging and talking points for union priorities for multiple audiences, including members, potential members, the media, the general public, elected officials, and allies.
- Produces high-quality print and digital materials for both public and member audiences including emails, leaflets, flyers, newsletters, blog posts, fact sheets, videos, and social media posts for various campaigns. This also includes editing and revising others' content as necessary.
- Authors editorial content for the union's website and newsletter
- Helps build and maintain relationships with members of the press, including responding to press inquiries, setting up press conferences, pitching story ideas, and drafting press releases, statements, op-eds, and other media-related materials
- Prepares union members and local leaders for press interviews and speaking opportunities
- Works closely with all staff members, including the union's print shop, field representatives, and local leaders, to coordinate, create, publish, and distribute communications material for campaigns and projects from start to finish.
- Oversees updates to the 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.



- Supports the creation and implementation of communications strategies and plans.
- Conducts 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 4-6 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, Twitter, 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. The salary range for this position is \$68,515-\$103,635 (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.