



## Communications Coordinator Job Announcement

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SEIU Local 1021 was founded in 2007 when ten local unions came together in Northern California to form one larger, more powerful union. Together our members are building a true 21st century union fighting to empower our members and improve our society. We are 54,000 strong - organizing and representing public service workers in cities, counties, courts, schools, private non-profits, special districts, public health care, nursing and higher education. We are looking for energetic, hard-working staff who are committed to real change, who believe in the value of work and the value of public services and who want to be part of the team that wins for workers, their families and their communities.

**LOCATION:** Northern California

**RESPONSIBILITIES:** Under the supervision of the Executive Director, this position has the responsibility to -

- Coordinate strategic communications capacity across the union to support new organizing, collective bargaining fights, and the fight against inequality.
- Design strategic campaign plans that accomplishes member goals through traditional and new media platforms. Candidate will be required to present on-going campaign plans to Deputy Lead Director with expected deliverables and deadlines.
- Supervise, develop, train and discipline staff.
- Assign communications staff to campaigns and projects.
- Set priorities among communications team assignments.
- Facilitate communication staff sharing work products and briefings for skill development across the team.
- Work with Directors to develop strategic communications plans for sector/geography/industry.
- Coordinate the development of curriculum, materials and training for staff and members on various communications methods.
- Supervise all aspects of press conferences and media events.
- Design, write and edit publications, talking head pieces, broadcast scripts, in-depth political pieces, brochures, newsletters and feature stories intended for both members and the public. Serve as one of the communications staff supporting the Local's needs.
- Supervise production of the local's magazine *Worker Power*.
- Coordinate tracking and analysis of graphic design, social media and other communications trends including trends in Organized Labor.

- Determine need for and supervise use of consultants for specialized knowledge on a project-specific basis including outreach to alternative media and strategic partners.
- Develop and maintain press contacts and relationships.
- Provide authoritative recommendations to help move union work forward by working directly with the union leadership and staff.
- Perform other related duties as required/assigned by the Deputy Lead Director.

**SKILLS AND ABILITIES:**

- Be forward-thinking, bold, and creative.
- Ability to think strategically about messaging and implementation of work into multiple communications platforms.
- Ability to work effectively as part of a team.
- High level of ability to communicate orally and in writing.
- Ability to work under pressure, be well organized, self-motivated and organizational.
- Ability to exercise good judgment.
- Ability to make good use of union resources and other available tools.
- Ability to work effectively with members and staff from diverse ethnic, social and economic groups.
- Willingness to work long and irregular hours, including nights and weekends.
- Ability to travel all over northern California.

**PREFERRED EXPERIENCE:**

- 3+ year’s professional experience in union communications.
- Experience supervising staff and/or directing teams.
- Demonstrated understanding and application of graphic design principles.
- Prior experience with and understanding of the public sector preferred.

**REQUIREMENTS:**

- Salaried position; may require nonstandard work hours and/or weekend and holiday work.
- Extensive travel may be required, primarily within Northern California.
- Must possess a valid California driver’s license; must pass a DMV check and have a good driving record; must have auto insurance that covers business driving (minimum of \$100,000 per person/\$300,000 per incident bodily injury liability/\$50,000 property coverage); and must possess an automobile for business use.

**SALARY and BENEFITS:** There is a competitive and comprehensive benefits package.

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 TO APPLY: Please note Job Title in subject line - Mail, fax or e-mail a detailed resume, cover letter, and the name, address, and phone number of three references to: Nicol Dozier, SEIU Local 1021, 447 29<sup>th</sup> Street., Oakland, CA 94609, fax to (510) 893-2395 or e-mail your resume to jobs@seiu1021.org. This position is open until filled so we may close the posting/acceptance of applications at any time. No phone calls please.

----- **AFFIRMATIVE ACTION EMPLOYER** -----

SEIU Local 1021 is an affirmative action employer and encourages applications from all qualified candidates regardless of race, ethnicity, age, sex, sexual orientation, marital status, religion, or disability. Local 1021 works to ensure fair treatment of applicants and employees and actively enforces policies against discrimination and sexual harassment.

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