



## **AFSCME Maryland Council 3 – Communications Specialist**

With over 1.4 million members, the American Federation of State, County and Municipal Employees (AFSCME) is the nation's largest public service labor union and a leader in the fight for social and economic change. AFSCME Maryland Council 3 represents nearly 45,000 public service workers 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 campaigns and union priorities. This position will support the Strategic Communications Director in using communications strategies and tactics to carry out the mission and vision of our union.

If you enjoy 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 and dynamic environments, then you may be a great fit for our team.

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

### **Responsibilities:**

- Produces materials for effective communication with multiple audiences, including the media, the general public, elected officials, members, potential members, and allies.
- Creates drafts of print and digital materials for both public and member audiences including emails, leaflets, flyers, newsletter pieces, 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.
- Assists in responding to inquiries from the news media, including preparing union leadership, workers, and allies for media interviews.
- Updates the council website and social media feeds, including regularly creating and curating content, and assists in routing responses and online comments to other staff members.
- Supports the creation and implementation of communications strategies and plans.
- Assists with conducting communications trainings for other staff, local leaders, and members.
- Performs other duties as required to support the Council and its mission.

### **Required Qualifications:**

- 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, Hustle, 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 and strong attention to detail.
- 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

We offer a competitive salary and great benefits. We offer a salary range of \$56,650 - \$81,000 (commensurate with experience), fully paid health benefits, 3 weeks paid vacation, 15 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](mailto:recruiting@afscmemd.org).