

Job Posting: Communications and Organizing Coordinator, Massachusetts AFL-CIO

The role of the Massachusetts AFL-CIO is to serve as the unified voice of all organized workers in the Commonwealth and to be a voice for all working people, those in unions and those not yet organized. Our mission is to improve the lives of working families—by working for economic, social and racial justice in the workplace, in our communities, our state and in our nation. Our vision is of a fair and just society that benefits all working people, not a system that’s rigged in favor of the wealthy few.

The Massachusetts AFL-CIO Communications and Organizing Coordinator helps to carry out the statewide communications and organizing program that amplifies our political and legislative priorities, and connects them to and supports the work of eleven Central Labor Bodies across the Commonwealth, as well as the work of hundreds of local union affiliates achieving their strategic goals. This position provides support to the President, Chief of Staff, Legislative Director and Political Director, but works with the entire staff and affiliates.

DUTIES:

Communications responsibilities include:

- **Written Messaging:** Write, edit, and produce communications pieces, including direct mail, email blasts, flyers, and brochures in support of organizational initiatives, issue campaigns, and endorsed candidates.
- **Speech writing** for the President in collaboration with the Chief of Staff and Directors.
- **Create and maintain content** for organization’s website and social media sites including calendar, weekly e-newsletter, click-thru advocacy campaigns, and Action Network emails.
- **Generate a robust and effective presence** on social media; increase number of followers, post regular content and amplify the goals of local unions in Massachusetts;
- **Master and maintain organizational data systems** such as Action Network, and the website, always improving each, list building, and linking them to other internal and external data systems as appropriate.
- **Layout and Visual:** Work in Adobe Creative Suite, Canva or other software to produce social media graphics, political mailers and layout for print communications produced in-house, including flyers and brochures.
- **Work with affiliated labor bodies (CLCs, ALFs) and affiliate unions** on communications support, as needed.
- **Press:**
 - Compile and maintain up to date press lists.
 - Be the first point of contact for press inquiries and work with President and Directors on responses and preparation for interviews.
 - Develop relationships with media outlets, reporters and editors; pitch stories related to organizational priorities.
 - Oversee the daily tracking of press to monitor relevant articles, opinion pieces and other publications that are relevant or mention the Massachusetts AFL-CIO or any of our affiliates.

Organizing, Political and Legislative responsibilities include:

- Assist with the planning, recruitment, logistics, and mobilization efforts for Mass. AFL-CIO legislative and political programs as directed, including voter registration, canvasses, rallies, phone banks, worksite visits, GOTV activities, lobby days, and annual educational conferences and conventions.
- Work closely with assigned Central Labor Bodies (the Western MA Area Labor Federation) to build structures for successful and sustainable member and affiliate engagement that strengthens their work by assisting with their strategic planning process, grant writing and reporting, event logistics and turnout, and other organizational political, legislative and communications needs.
- Conduct deep power-mapping of organized labor at large job sites across the state; and facilitate regular Organizing Roundtables to foster collaboration among Organizing staff and leaders from local union affiliates, effectively coordinate resources, and share best practices.
- Run point on supporting local unions with potential strikes, organizing drives and contract campaigns where they need coordinated statewide support.

Other related duties as needed.

QUALIFICATIONS:

- Experience in developing and implementing communications strategies.
- Top notch verbal and written communications skills.
- High degree of proficiency with social media platforms, including Facebook and Twitter, required; basic familiarity with HTML preferred.
- Demonstrable graphic design skills.
- Familiarity with the labor movement, the National Labor Relations Act and the way that workers are organized into unions.
- Passion for building the labor movement and promoting economic and racial justice.
- Ability to thrive in a fast-paced work environment.
- Willing to travel within Massachusetts (car and license required).
- Willingness to sometimes work evenings, weekends, and long hours; ability to work independently while contributing to a coordinated and holistic team approach.

Office is downtown Boston and job requires some travel within state, but work is primarily remote during the pandemic.

Salary commensurate with experience, excellent benefits package, bargaining unit position with OPEIU Local 6.

To apply send resume, cover letter and writing sample to Chrissy Lynch, Chief of Staff, at clynch@massaflcio.org. Subject line: communications job opening. No phone calls please.