Communications Specialist – Portland, Oregon

Oregon AFSCME believes in economic and social justice for all Oregon workers and their families. Our mission is to empower and unite workers to create change in their workplaces and communities. Oregon AFSCME represents over 33,000 workers in the public sector. Our members work for the State of Oregon in addition to counties, municipalities and behavioral health nonprofits across Oregon as well as self-employed child care providers.

OVERVIEW:

This is an experienced position that reports to the Public Affairs Manager and responsible for helping shape strategic external and internal communications tactics for membership growth, retention and engagement. Further responsibilities include increasing Oregon’s AFSCME’s impact for all Oregon workers, and supporting and increasing communications capacity and expertise within AFSCME locals to lift up worker stories and the vital contributions they make to our communities.

This job often requires long and irregular hours, some weekend work, and occasional in state travel for limited periods of time.

QUALIFICATIONS:

- At least three years experience in communications in labor, political or issue advocacy campaigns, non-profits or similar community organizations/campaigns.
- High level of interest in local and national media coverage on issues of concern to AFSCME members and Oregon working families such as affordable housing, retirement security, worker safety, union organizing protections and affordable health care.
- Experience with multi-channel digital campaigns and knowledge of digital media platforms, including web content management systems, email tools, social media, etc.
- A commitment to economic and social justice for all Oregon workers and their families, especially those in historically marginalized communities through empowering and uniting workers to create change in their workplaces and communities.
- Ability to communicate effectively, both orally and in writing.
- Excellent and accessible written and verbal communication skills.

SUMMARY OF DUTIES AND RESPONSIBILITIES:
• Content development for Oregon AFSCME’s identified audiences through a variety of different channels (e.g., websites, social, videos, presentations, emails, newsletters).
• Gather content including member stories, photo testimonials and video.
• Development and implementation of discrete communication campaigns with clearly defined and measurable goals, messaging, tactics and timelines. These could include external organizing campaigns, contract campaigns, legislative or electoral campaigns.
• Assist with media relations and media events.
• Assist in responding to requests for information from the media or designating another appropriate spokesperson or information source.
• Assist and lead communications trainings for staff, local leadership and members.
• Manage Oregon AFSCME's member email system.
• Manage Oregon AFSCME's website.
• Assist in maintaining Oregon AFSCME's brand and style guidelines.
• Assist in ensuring quality control of all AFSCME content.
• Assist in managing vendor relationships.
• Prepare or edit organizational publications in print and online, for internal and external audiences with compelling, relevant content that resonates with the intended audience.
• Work with coalition and partner organizations.
• Other duties as described

Women and people of color are encouraged to apply.

Position is covered by a collective bargaining agreement. Excellent health insurance and retirement benefits. Wage range is $6645 - $8739 per month and based on experience.

Priority given to resumes and cover letters received by August 30th 2022.

Send resumes and cover letter to: Hiring@oregonafscme.org