

**AMERICAN FEDERATION OF GOVERNMENT EMPLOYEES**  
**Affiliated with the AFL-CIO**  
**80 F St NW, Washington, DC 20001-1528**

**MEMORANDUM:** Human Resources\Vacancy #50

**DATE:** December 16, 2021

**TO:** AFGE Human Resources Department

**FROM:** Everett B. Kelley  
National President

Handwritten signature of Everett B. Kelley in black ink, with the initials 'CB/DC' written to the right of the signature.

**SUBJECT:** Vacancy Position – Deputy Director of Communications, G-14, Communications Department NBU

The purpose of this memorandum is to advise you that a vacancy now exists for the position of Deputy Director of Communications Department effective immediately.

Selection to fill the vacancy will be made according to the National Executive Council's policy on hiring.

**Official Station:** National Office

The attached position description outlines the duties, qualifications, and responsibilities of the position.

All interested applicants must submit resume to [jobs@afge.org](mailto:jobs@afge.org), Attention: Vacancy Announcement #50 to Human Resources. Expressions of interest from (**internal candidates**) must be received by the close of business on Monday, January 3, 2022.

**cc:** National Executive Council  
Director, Finance

**FOR BULLETIN BOARD POSTING**  
**NOT TO BE REMOVED**  
**(ADDITIONAL COPIES OF THIS POSTING MAY BE OBTAINED FROM**  
**AFGE WEBSITE)**

## POSITION DESCRIPTION

### American Federation of Government Employees (AFGE)

<b>Department:</b>	Communications
<b>Location:</b>	National Office
<b>FSLA Classification:</b>	Exempt
<b>Position Title:</b>	Deputy Director of Communications
<b>Date of Revision/Creations:</b>	December 14, 2021

---

**CLASSIFICATION:** Deputy Director of Communications

### INTRODUCTION

Under the direction of the National President, the AFGE Communications Department serves to: 1) create, implement and manage AFGE's communications program to inform, educate, influence, and mobilize members, potential members, opinion leaders, political leaders, and the general public around AFGE's vision and priorities; 2) increase visibility and marketability of AFGE and our members' priorities at every level; and 3) advise and assist our local unions, districts, councils, and other headquarters departments in communications efforts that support of AFGE's vision and overall goals. Through active engagement with the media, strategic communications campaigns, internal newsletters and magazines, digital and social media, video, and more, AFGE's Communications Department helps inform, educate, energize, mobilize, and amplify the voices of the hundreds of thousands of workers proudly serving in the federal and D.C. government in the U.S. and abroad.

### DUTIES AND RESPONSIBILITIES

1. Under the general guidance of the Director, assigns, directs, and reviews the work of all staff engaged in the implementation of AFGE Communications Department programs.
2. Helps establish departmentally and program goals, priorities, objectives, and metrics for success, adjusting when necessary to accommodate changing work situations. Provides advice, guidance and instruction to staff as needed.
3. Assists Director and relevant staff in the development and execution of strategic communications campaigns, providing professional guidance, as appropriate, on the choice of strategy, tactics, and message best suited to campaign goals and target audience.
4. Serves in the absence of the Director in all matters.
5. Aids in the development and maintenance of all aspects of AFGE's digital communications program.

6. Coordinate closely with other AFGE departments to develop integrated campaigns for growing membership and union power, improving representation, and forwarding the legislative and policy objectives of the membership.
7. Coordinate with local unions, councils, districts, and other headquarters departments in building communications capacity, developing outreach strategies, and magnifying their efforts.
8. Perform routine administrative functions such as managing daily time and expense approval.

## **EDUCATION AND EXPERIENCE**

- Graduation from an accredited four-year college with a bachelor's degree in public relations, communications, marketing, journalism, public policy, political science or closely related field.
- 6 or more years of expert-level experience in public relations and strategic communications within a labor union, advocacy organization, communications, digital, or strategy firm, political campaign, socially conscious business, or some combination.
- Demonstrated experience conceiving and executing significant communications campaigns that have achieved measurable results in growing membership ranks, raising public awareness about a complex policy issue, or mobilizing grassroots support for a policy or legislative victory.
- Demonstrated experience crafting and executing strategic media relations plans, pitching media, drafting, and distributing press releases and statements, providing media training for senior leaders and driving media coverage on key priorities.
- Demonstrated experience planning and executing coordinated, cross-channel multimedia campaigns including a strong digital media component.
- Demonstrated experience expanding organizational communications footprint Through the use of new tools, strategies, tactics, or techniques.
- Exceptional media literacy and internet research skills required.
- Highly preferred experience using tools like mass email programs, mass text messaging programs, website content management systems, and social media.
- Understanding of government employment policy priorities is very strongly preferred.

- Ability to work well with diverse leadership, staff, membership, platforms, and issue portfolio in a fast-paced, results-driven atmosphere.
- Very strong writing and analytical skills are a must.
- Ability to communicate effectively and persuasively interpersonally, orally, and in writing – especially under pressure and on tight deadlines.
- Understanding and appreciation of the labor movement is a must.

## **OTHER REQUIREMENTS**

- Applicants must submit a resume, brief cover letter, a 1–3-page writing sample, and an example of previous work related to a communications campaign. The writing sample should be representative of the work you have done explaining a complex policy issue. The campaign material could be any produced collateral or earned media with a very brief explanation of the campaign, the results, and the applicant’s contribution to the campaign.
- Travel is required and the position may occasionally require longer periods of travel.
- Work is generally in an office setting but is currently remote. Periodically long hours are required.

## **WORK ENVIRONMENT**

This job operates in a professional environment working to establish and complete Federation and Departmental goals. The incumbent will routinely use standard office equipment such as computers, fax machines, printers, scanners, phones, and other electronics. Long hours are periodically required. Travel is required. The employee will periodically be required to do some lifting and/or move items over 10 pounds.

## **CONTROLS OVERWORK**

The incumbent will work under the day-to-day supervision of the Communications Director, in close concert with other AFGE departments.

## **EEO STATEMENT**

AFGE provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, genetic information, pregnancy, marital status, sexual orientation, personal appearance, gender identity, and/or gender expression. In addition to federal law requirements, AFGE complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. The policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.