

AMERICAN FEDERATION OF GOVERNMENT EMPLOYEES
Affiliated with the AFL-CIO
80 F St NW, Washington, DC 20001-1583

MEMORANDUM: Human Resources Vacancy #9

DATE: May 26, 2022

TO: ALL EMPLOYEES
National Headquarters and District Offices

FROM: Everett B. Kelley *Everett B. Kelley CB/DC*
National President

SUBJECT: Vacancy Announcement – Communications Specialist, G11/12,
Communications Department

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

Selection to fill the vacancy will be made according to the AFGE/OPEIU #2 Contract and the National Executive Council's policy on hiring.

Official station: National Office

All interested applicants **must submit resume to:** jobs@afge.org. Attention: Vacancy Announcement #9 to the Human Resources Department. Expressions of interest from **(internal candidates)** must be received by the close of business on Monday, June 6, 2022.

cc: National Executive Council
Chief Steward, OPEIU Local 2
Finance Director

FOR BULLETIN BOARD POSTING
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THE AFGE CAREER WEBSITE)

POSITION DESCRIPTION

American Federation of Government Employees (AFGE)

Department:	Communications Department
Location:	National Office – Washington, DC
FSLA Classification:	Exempt
Position Title:	Communications Specialist
Date of Revision/Creations:	April 7, 2022

I. 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.

It is anticipated this role will divide responsibilities with approximately 60% of time being devoted to traditional media relations and another 40% being dedicated to digital media.

II. REQUIRED DUTIES AND RESPONSIBILITIES

- Advise Communications Director and Deputy Director on overall media strategy/tactics, including message development, media collateral production, social media and audiovisual content production, content placement, and data measurement.
- Cultivate productive relationships with reporters, columnists, and editors in trade, local, and national media. Closely monitor current events and identify opportunities.
- Coordinate closely with principals and staff at AFGE Districts, Councils, Locals and allied groups to increase visibility of key AFGE media placements and programs.
- Draft op-eds and letters to the editor and secure placement in key trade, local, and national publications.

- Write and distribute press releases, media advisories, and pitch letters on key AFGE initiatives, issues and events.
- Promote and successfully execute press conferences (both in-person and virtually), and interviews with key AFGE leaders and key media, including by developing talking points for leaders and activists and preparing speakers for interviews.
- Develop and maintain media lists of reporters in AFGE's primary issue areas and maintain and grow AFGE's speakers bureau.
- Utilize digital media (e.g. video, email, SMS, social media, digital advertising) to amplify AFGE messaging to key audiences to influence overall narrative and positive perception of AFGE.
- Contribute to the federation's overall communications strategy and goals by writing creatively, quickly, and extensively for a variety of mediums, such as press releases, articles for placement in external publications, white papers in support of issues, internal news advisories for our members, social media postings, text messages, and emails.
- Help edit other newsletters; develop newspaper/radio ads; write speeches, profiles, video scripts, leaflets, flyers, opinion-editorials, letters-to-the-editor, and biographies of AFGE-elected officials, and other duties as assigned.

III. EDUCATION AND EXPERIENCE

- Graduation from an accredited four-year college or university with a bachelor's degree in public relations, journalism, or closely related field.
- At least 3-5 years of combined work experience in public relations at a public relations firm, political campaign/office, newsroom, or issue advocacy organization.
- Demonstrated experience developing and deploying large-scale strategic PR campaigns, including message development, diverse collateral production, and successful placements.
- Demonstrated experience collecting, testing, and synthesizing messaging data and deploying in furtherance of an organization or cause.
- Demonstrated experience securing mentions in all journalistic mediums including web, print, television, and radio.
- Extensive, demonstrated experience drafting press releases, op-eds, letters to the editor, media advisories, and other media collateral.

- Experience implementing public relations initiatives in the context of a diverse, multi-platform, national media program.
- Experience using social media and video to raise awareness and drive action around key priorities very strongly preferred.
- Experience with the principles of email and text message campaigning highly preferred.
- Experience with Meltwater public relations platforms or other similar software strongly preferred.
- Deep knowledge of the legislative process and national politics. Familiarity with the labor movement desired.
- Proactive, go-getter attitude and strong people skills are a must.
- Works well in a team environment.

Application

Applicants must submit a resume, brief cover letter, writing samples, and references. Examples of placed op-eds, news clips, press releases, and pitch letter are preferred.

IV. PHYSICAL DEMANDS OF THE POSITION

- Employee must be able to work in a stationary position for extended periods of time.
- While performing the duties of this job, the employee is regularly required to communicate information via telephone, video conference, and/or telephone conference call. Must be able to understand questions posed by members of the media and exchange accurate information with them and AFGC membership.
- Ability to use a keyboard and screen for long periods of time is required to include but not limited to multiple applications including social media platforms, Word documents, and other applications related to Communications and PR. Constantly operates a computer, smart phone, and a computer printer.

V. WORK ENVIRONMENT

Work is generally in a remote or office setting. Periodically long hours are required. Employee experiences constant interruptions and inflexible deadlines. The noise level in this environment is quiet to loud. Duties are performed primarily indoors. Travel is required and position may occasionally require longer periods of travel.

VI. CONTROLS OVER WORK

Incumbent will work under the day-to-day supervision of the Communications Director.

VII. STATEMENT OF DIFFERENCES

GS 11

Candidate has a minimum of 3 years of combined work experience in the production and dissemination of public relations collateral, maintenance of media and speaker lists, delivering media training, and building productive relationships with members of the media. Some experience developing and executing strategic media plans.

GS 12

Candidate has a minimum of 5 years of combined work experience in the production and dissemination of public relations collateral, maintenance of media and speaker lists, delivering media training, and building productive relationships with members of the media. Deep experience developing and executing strategic media plans and advising principals on strategic considerations.

VIII. EEO STATEMENT

AFGE provides equal 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 requirement, AFGE complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.