

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

MEMORANDUM: Human Resources/Vacancy #11

DATE: July 24, 2025

TO: ALL EMPLOYEES
National Headquarters and District Offices

FROM: Everett B. Kelley 
National President

SUBJECT: Vacancy Announcement – Director of Communications, ELS, Advocacy
Department

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

Official Station: National Office

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

All interested applicants **must submit their resume to:** jobs@afge.org. Attention: Vacancy Announcement #11 to the Human Resources Department. Expressions of interest from **(internal candidates)** must be received by the close of business on Friday, August 1, 2025.

cc: National Executive Council
Finance Director

FOR BULLETIN BOARD POSTING
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(ADDITIONAL COPIES OF THIS POSTING MAY BE OBTAINED FROM
THE AFGE CAREER WEBSITE)
POSITION DESCRIPTION

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American Federation of Government Employees (AFGE)

Department: Advocacy Department
Location: National Office
FSLA Classification: Exempt/ELS
Position Title: Director of Communications
Date of Revision/Creations: July 22, 2025

CLASSIFICATION: Director of Communications

I. INTRODUCTION

The Director of Communications has primary responsibility for developing, managing, and enhancing AFGE's internal and external communications, education, leader development, and strategic messaging programs. This position is located within AFGE's Advocacy Department under the National President and will coordinate closely with union leadership, internal departments, and external stakeholders to achieve AFGE's strategic goals, strengthen member engagement, and elevate the union's visibility and influence.

II. MAJOR DUTIES AND RESPONSIBILITIES

Communications Strategy and Public Relations:

- Develop and implement comprehensive internal and external communications strategies that clearly articulate AFGE's objectives, programs, and positions to members, political leaders, media, and the public.
- Serve as AFGE's primary spokesperson, aggressively promoting the union's interests and proactively engaging with media outlets.
- Maintain high-quality relationships with national and local media, facilitating interviews, developing press releases, and creating content across all communication platforms including digital, print, broadcast, and social media.

Internal Communication and Member Engagement:

- Develop, supervise, and continuously improve an internal communications program designed to educate, mobilize, and engage AFGE members and encourage non-members to join the union.
- Ensure rapid and timely dissemination of critical information, position papers, and strategic messaging to locals, districts, and councils.

Brand and Messaging Management:

- Oversee and enforce AFGE's branding standards, ensuring consistency in messaging, visual identity, and communications across all platforms.
- Collaborate closely with union leadership and other internal stakeholders to develop strategic messaging to effectively promote AFGE's mission and advocacy goals.

Educational and Leadership Development:

- Direct and enhance the education and leader development programs to build skilled and knowledgeable union leadership capable of running effective local unions.
- Design, oversee, and standardize training curricula and materials covering topics such as organizing, workplace representation, legislative and political action, leadership, and union management.
- Foster and manage mentoring programs to identify, develop, and track future AFGE leaders.
- Implement and maintain tracking mechanisms to monitor the development and progress of union leaders across various roles and levels.

Training and Content Development:

- Create and supervise the production of high-quality educational content, including written materials, videos, interactive digital resources, and other multimedia tools.
- Oversee teaching programs that expand the pool of qualified trainers within AFGE's local and council structures.

Budget and Resource Management:

- Under the supervision of the Director of Advocacy, develop, manage, and monitor the communications and media budget, ensuring effective and efficient use of resources in alignment with union policies.

Supervision and Staff Coordination:

- Supervise, manage, and evaluate communications and education staff, ensuring high professional standards, motivation, and performance.
- Make recommendations for hiring, promotions, and personnel management decisions, subject to approval by the National President.

Coalition and External Relations:

- Act as liaison with AFL-CIO affiliates and other unions' communications and education departments to coordinate positions and messaging on shared issues and campaigns.

Special Projects and Support:

- Draft speeches, plan, and execute special projects as requested by the National President and other senior leadership.

III. PHYSICAL DEMANDS

- Frequent communication via phone, video conferencing, and in-person meetings.
- Ability to operate standard office equipment and computer systems.
- Ability to communicate effectively, sit for extended periods, lift items up to 20 pounds, and travel as needed.

IV. CONTROLS OVER THE POSITION

The Director of Communications reports to the Director of Advocacy within the Advocacy Department under the National President. The incumbent will exercise considerable autonomy and judgment in executing responsibilities. Performance evaluation is based on operational effectiveness, strategic alignment, and achievement of departmental objectives.

V. QUALIFICATIONS

Education and Experience:

- Bachelor's degree required in journalism, communications, public relations, education, or a related field; advanced degree strongly preferred.
- Minimum 8-10 years of progressively responsible experience in communications, public relations, media management, adult education, leadership training, or related roles, preferably within a union, advocacy organization, or public-sector environment.
- Demonstrated experience in successfully managing comprehensive internal and external communications programs.
- Excellent verbal and written communication skills, including the ability to craft compelling messages and materials for diverse audiences.
- Strong interpersonal and leadership skills with the ability to build, manage, and motivate high-performing teams.
- Proficiency in digital communications platforms, contemporary media technology, and educational software.
- In-depth understanding of public policy, the labor movement, and issues impacting federal and public-sector employees.
- Ability to travel frequently and to perform effectively under pressure and tight deadlines.

VI. EEO STATEMENT

AFGE provides equal employment opportunities 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 organization 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.

VII. COMPENSATION

The salary range for this position is Grade-ELS (\$172,088 - \$223,715). AFGE also offers comprehensive benefits as part of the total compensation package which includes medical, dental, vision, mental health, life insurance, paid leave, 401k, pension, flexible spending accounts and financial education.