

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

MEMORANDUM: Human Resources\Vacancy #7

DATE: March 6, 2018

TO: AFGE Human Resources Department

FROM:

J. David Cox, Sr.
National President



SUBJECT: Vacancy Position – Deputy Director of Communications, G-13, 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

All interested applicants **must apply in writing only to this email: jobs@afge.org**, Attention: Vacancy Announcement #7, Deputy Director of Communications to the Human Resources Department. Expressions of interest from (**internal candidates**) must be received by the close of business on Wednesday, March 14, 2018.

cc: National Executive Council
Director, Finance *TF*

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POSITION DESCRIPTION

**American Federation of Government Employees
Office of the National President
Communications Department
Exempt**

CLASSIFICATION: Deputy Director of Communications, G-13

INTRODUCTION

Under the direction of the National President, the Communications Department serves to: 1) create, implement and manage the Federation's internal and external communications program in support of the union's vision for the purpose of informing, educating and mobilizing members, potential members, opinion leaders, political leaders, and the general public; 2) increase visibility and marketability of the union at all levels; and 3) advise and assist the communications efforts of locals, districts, councils and other headquarters departments in support of AFGE's vision. Through press, newsletters, social media, video, web, email, and text messaging channels, the Department gives voice to and fosters engagement among hundreds of thousands of federal and D.C. government employees 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 Communications department programs.
2. Helps establish program goals and priorities, making adjustments when necessary to accommodate changing work situations. Provides advice, guidance and instruction to non-support staff as needed.
3. Assist Communications Director and relevant staff in development and execution of internal and external strategic communications campaigns.
4. Serves in the absence of the Director in all matters concerning internal and external Communications programs/platforms.
5. Aids in the development and maintenance of all aspects of AFGE's digital communications program, including social media, websites, mass email, and SMS.
6. Coordinate closely with AFGE's Membership & Organizing and Legislative Departments to develop integrated campaigns for growing membership, improving representation, and forwarding the policy objectives of the membership.

7. Coordinate with AFGE Districts, Councils, and Locals in building communications capacity, developing outreach strategies, and magnifying their efforts nationally.
8. Manage daily time and expense approval using ADP Time & Attendance and Concur.

EDUCATION AND EXPERIENCE

- Graduation from an accredited four-year college with a bachelor's degree in public relations, marketing, journalism, public policy, or closely related field.
- At least 6-8 years of expert-level experience in public relations and strategic communications within a PR firm, advocacy organization, or socially-conscious business.
- Demonstrated experience building membership/public awareness and engagement in national advocacy campaigns.
- 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 engaging marketing/advocacy content for web, email, social media, mobile, video and other digital mediums.
- Demonstrated experience expanding organizational communications footprint through expansion of email/SMS lists, social media following, web traffic, video views, etc.
- Demonstrated experience managing implementation of user-side communications platforms, such as mobile apps, content management systems, etc.
- Understanding of government employee policy priorities strongly desired.
- Ability to work well with diverse staff, membership, platforms, and issue portfolio.
- Strong writing and analytical skills are a must.
- Ability to communicate effectively interpersonally, orally, and in writing.
- Understanding and appreciation of the labor movement is a must.

OTHER REQUIREMENTS

- Applicants must submit a resume, brief cover letter, and 1-3 page writing sample. Examples of previous work relating to communications campaigns are required.
- Travel is required and position may occasionally require longer periods of travel.
- Work is generally in an office setting. Periodically long hours are required.

WORKS 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 OVER WORK

Incumbent will work under the day-to-day supervision of the Communications Director, in close concert with the Membership and Organizing Department and Legislative and Political Action Department.

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.