

SEIU Local 1107 Communications Coordinator

Title: Communications Coordinator

Position Type: Management series – SEIU Local 1107 Senior Team.

Reports to: Chief of Staff, Executive Director

Supervisory Duties: Supervises staff, consultants, and interns. Responsible for training and development, discipline/termination of supervised staff.

Coordination: International Union Communications Departments; Local union management; Local union officers, as directed; union consultants; offices of elected officials (local, state, federal); community partners.

Primary Contact for: International Union Communications staff; member communications; community partner and sister union communications staff; national, regional, and state media outlets.

Scope – Communications and Media/Public Relations:

The Communications Coordinator will provide strategic planning, leadership, and supervision through message development, campaign execution, member mobilization, and traditional and social media. The position will coordinate communications strategies for union-wide programs and campaigns. The coordinator will advise the Executive Director and/or designees on all aspects of public relations and member communications strategies and plays a key role in advocacy coalitions and political campaigns.

The position will oversee public relations, internal communications, media relations, paid media, and digital and social media outreach and advocacy. The position will lift up the voices and issues of our membership, ensure that the union's message and narrative are front and center in the media and community and train and develop members to be union spokespeople and advocates.

Example of Duties:

- Establishes key goals and metrics for the Communications Department. Evaluates public relations methods, internal member data, and digital analytics and advise the Executive Director and/or designees concerning all methods of strategic communications.
- Develops and/or assigns responsibility for developing materials including press releases, position statements, internal member written communications, videos, social media posts, and stories for the union's website. Reviews writing, design, and production of materials for continuity of messaging, as well as journalistic quality and integrity. Serve as primary editor of all written and digital materials.
- Supervises and/or manages the union's digital presence, including social media sites such as Facebook, Twitter, YouTube, Instagram, and TikTok. Strategically use traditional and social media to advance organizing, contract negotiations, and legislative campaigns. Synergize and adopt national union messaging with local union campaigns and priorities.
- Establishes and maintains relationships with media outlets, vendors, printers, and website developers. Ensures timely response to media inquiries, message preparation, and gatekeeping where appropriate. Work closely with Organizing, Representation, and Political departments on key messaging and campaign communications.
- Train and develop member spokespeople. Prepare talking points, backgrounders, scripts, and speeches for union leadership and staff.
- Conceptualize, shoot, and edit videos or coordinate with outside vendors in the production of video content.
- Assist and lead on event production and staging, logistics, and scripts.
- Supervise, train/develop communications staff.
- Other duties as assigned.

Skills and Abilities Beneficial for Assignment:

- Have at least 3-6 years of experience working in communications for a Union, progressive political campaign, or non-profit organization.
- Proven track record in public relations or communications or equivalent professional background.
- Extensive knowledge of social media platforms, other forms of digital communication, and cutting-edge trends.
- Exceptional writing, messaging, and editing skills.
- Extensive knowledge of media relations.
- Demonstrated understanding of how to produce effective promotional and campaign materials for union engagement, advocacy, and campaigns.
- Understanding of and commitment to a vision of a labor movement that advances racial, economic, and gender justice.
- Ability to conceive of and oversee complex projects, including website development and paid media campaigns.
- Ability to work effectively and cooperatively with a wide variety of groups and individuals.
- Demonstrated ability to respond rapidly and meet deadlines while juggling multiple assignments.
- Familiarity with Adobe Creative Suite, Microsoft OneDrive, Microsoft Office, WordPress, Canva, email platforms such as VAN EveryAction and/or MailChimp, Project Management tools such as Slack and/or Trello, SMS platforms such as Spoke, Scale to Win, PurplText or similar.
- Familiarity with visual communications theory and concepts, photography, and proficiency in video production and editing.
- Knowledge of printing methods, marketing, and advertising a plus.
- Supervisory and/or team management experience a plus.
- Union organizer experience preferred.

Working Conditions:

The role requires long and irregular hours, working on weekends and holidays when necessary, and a willingness to travel.

Salary and Benefits

This is a full-time, salaried, overtime-exempt position. SEIU Local 1107 offers a generous benefits package including medical, dental, vision, and defined benefit pension plans, and generous holiday and vacation policies.

To Apply

Please send a cover letter, resume (PDF format), and two relevant work samples (designed flyer, press release/news article, digital ads/posts) to humanresources@seiunv.org with "Communications Coordinator" in the Subject.

No phone calls, please

AFFIRMATIVE ACTION EMPLOYER

SEIU Nevada Local 1107 is an affirmative action employer and encourages applications from all qualified candidates regardless of race, ethnicity, age, sex, sexual orientation, marital status, religion, or disability.