

Media Relations & Communications Specialist

SEIU Healthcare 775NW is a fast growing, progressive and innovative union representing more than 40,000 home care and nursing home workers across Washington State and Montana. We are committed to uniting all long-term care workers, to improving the lives of working people and leading the way to a more just and humane world. SEIU 775 is launching a multi-year campaign to lift tens of thousands of low wage caregivers – most of them woman and many of them immigrants and people of color – out of poverty.

We are hiring a media relations professional to develop and implement media relations and communications strategies that educate the public and build support to lift caregivers out of poverty and ensure quality care for vulnerable seniors and people with disabilities.

Representative job duties:

- Develop and maintain substantive relationships with reporters, columnists and editors in Washington media markets.
- Coordinate public affairs messaging and engagement strategies with the union's member communications department.
- Pitch stories to reporters, columnists, and editors and field all media queries.
- Write and distribute op eds, letters-to-the editor, press releases, statements and media advisories
- Arrange and prepare for editorial board meetings for SEIU 775 members and community allies
- Develop ad placement strategies, with SEIU 775 and its allies, especially in new media platforms.
- Develop and maintain electronic and social communications vehicles including websites, facebook pages, twitter feeds, etc.
- Prepare SEIU 775 members and clients for media interviews.

Qualifications: Excellent writing and communication skills, at least two years experience in communications work (newsroom experience in Washington State is a plus), ability to work with people from diverse backgrounds/cultures, ability to work independently as well as on a team, commitment to justice for working people, willingness to work long and irregular hours. Willingness to travel is a requirement.

Women, persons of color and bilingual individuals are strongly encouraged to apply.

Compensation: Competitive salary and excellent benefits are set by collective bargaining agreement. Benefits include fully employer-paid family health, dental and vision insurance, life insurance, a generous leave package, car allowance, fully employer-paid pension (defined benefit plan), an optional 401(K) plan (no employer match), and other benefits outlined in the policies of SEIU Healthcare 775NW and the staff union contract.

To Apply: Send a resume, cover letter, 3 references and salary history to jobs@seiu775.org.

Please reference Media Relations Specialist in the subject line of the e-mail.