

## **Assistant Manager of Communications**

### **GENERAL STATEMENT OF DUTIES**

The Assistant Manager of Communications drafts and distributes information between the union staff and members, as well as between the union and the general public through print, broadcast, and digital media. This individual works closely with the Communications Manager to develop and implement the SEA's overall communications strategic plan.

### **SUPERVISION**

Works under the general supervision of the Communications Manager.

### **PRIMARY RESPONSIBILITIES**

- Drafts member communications to participate in campaign activities including sample talking points, press advisories and releases, op-eds, memos, and other materials, as needed and demonstrates versatility in broad range of writing projects.
- Provides basic graphic design support for flyers, website content, and other projects as needed.
- Develop and maintain relationships with local media in order to secure earned media opportunities.
- Draft website content and update existing content using Wordpress and experience maintaining company website, particularly using Wordpress.
- Demonstrate working knowledge of NGP VAN or similar platform and is comfortable with the production process from testing to targeting, with a strong attention to detail to ensure accuracy of messaging.
- Work with Communications Manager to produce digital video content.
- Other duties, as assigned.

## **QUALIFICATIONS**

Four years experience in communications with at least two of those years working for an advocacy organization.

Demonstrated superior writing skills; excellence in quick and accurate theme and message development; the ability to write quickly, clearly, concisely, and creatively; excellent oral communication, editing and presentation skills.

Ability to work independently with good judgment and handle situations in a fast-changing environment.

Ability to handle multiple "priority" projects simultaneously and meet established deadlines.

Ability to maintain a good sense of humor and pleasant attitude.

Comfortable managing the organization's social media pages and updating content regularly.

Knowledge of graphic design elements and comfortable collaborating on creative projects.

Demonstrated knowledge of Adobe Creative Suite.

Comfortable working in shared programs such as Google Docs.

Ability to continually develop skills related to the use of rapidly changing technology and communications best practices.

Strong commitment to the Local's members, the labor movement and social justice.

Familiarity with video production and/or broadcast media production a plus.

Must be able to work occasional evenings and weekend days.

*Salary range: \$53,106 - \$71,324, depending on experience*

Revised 05/2012

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