Communications Specialist

AFT-Detroit

Detroit, MI

Special Note:

The communications Specialist will work closely with AFT-Detroit in their effort to develop and implement public relations campaigns and strategies using traditional and digital media to forward the local and it’s members' goal. This job requires occasional weekend and after-hours work as needed.

This is a 4 month grant funded position with a competitive salary and benefit package. There is a possibility that the position will become permanent at the conclusion of the 4 month period.

Position Summary:

Under the supervision of the AFT- Michigan President or their designee, the communications specialist will serve as the chief writer and media strategist for AFT-Detroit and will work with the international union to develop and execute traditional, digital and internal membership communications strategies.

Position Responsibilities:

• Develop and implement communications strategies to support AFT-Detroit issues, campaigns, leaders and members, including earned media, paid media and digital media
• Manage websites, social media platforms and is responsible for overseeing online activity ranging from email, petitions, events and other assignments as needed.
• Develop strategic prep documents and provide communications support for local leaders and members for media interviews and external events.
• Develop message points, speeches, letters to the editor, op-eds, background pieces, fact sheets, press kit materials, press releases, activism email content, social media content and other communications materials.
• Produce the quarterly publications, flyers and promotional materials for local leaders, members and external audiences.
• Serve as a media contact at the state, local and national level for an AFT-Detroit on issues and campaigns and develop proactive media outreach strategies.

Primary Knowledge, Skills and Abilities:

• Experience in public relations, journalism, digital activism or campaign research.
• Excellent written and verbal communication skills.
• Experience in acquiring and managing outside vendors.
• Experience writing speeches, columns, op-eds and articles.
• Candidates must be organized and detail oriented.
• Experience working in a fast-paced, high-stress environment with the ability to meet deadlines. Initiative, reliability and the ability to work in a fast-paced, high-pressure atmosphere.
• Ability to work effectively with leaders and staff in complex and sometime political situations.
• Background in labor, education and/or politics is desirable.
• Secondary Knowledge, Skills and Abilities:
  • Familiarity with local and state education and political issues is a plus.
  • Experience in Hispanic media outreach and Spanish speaking is a plus.
  • Experience working with community partners and civil rights groups a huge plus.

Applicants should submit a cover letter, resume and writing sample to aftmijobs01@gmail.com. Applications will be accepted until the position is filled. Please reference posting DFT Communication Jobs in the subject line.