Notice of Open Position

For A Union of Professionals

March 20, 2018

Job Title: Internal Communications Manager
Job Number: MGT-55-12-0318-V
Unit: Management, Level 5
Department: Communications
Supervisor: Assistant to the President for Communications
Salary: $159,656.47

Special Note: The internal communications manager will work across all divisions and departments of the AFT to develop and implement strategies to actively and effectively engage AFT members and leaders on the work of the union and promote AFT member and leader voices. The internal communications manager leads the internal communications team.

Position Summary: Under the supervision of the assistant to the president for strategic communications, the internal communications manager will lead the internal communications team and utilize and optimize existing communications channels and develop additional strategies to communicate with AFT members and leaders. The internal communications manager will seek opportunities to lift up the voices and work of AFT members and affiliates and support AFT leadership and other departments around internal communications needs and strategies.

Position Responsibilities:

- Improve and manage internal communications strategy and lead the internal communications team.
- Provide editorial direction and support to internal communications team.
- Be a hands-on editor-in-chief with the writers and editors of the team to continually increase the quality of their writing and foster a collaborative community of writers.
- Serve as liaison for communications between divisions and departments so that opportunities to coordinate, collaborate, and enhance each other’s work are not missed.
- Utilize and optimize existing communications channels and develop additional strategies to communicate with AFT members and leaders.
- Effectively use data to evaluate effectiveness of strategies and grow internal audiences.
- Establish and advise on best practices and coordination for internal communication.
- Establish and/or refine relevant internal communications tools, templates, processes, guidelines, and calendars.
- Plan, edit and write content for a variety of internal communications channels to AFT members, staff and leaders.
- Ensure internal communication messages are consistent with external communication messages.
- Develop effective ways to lift up the voices and work of AFT members and affiliates.
- Oversee the creation and management of a member story database.
- Work across the department to inject member stories into traditional and digital media strategies.
- Draft or oversee the drafting and editing of message points, fact sheets and other materials for AFT leaders and members.
- Manage and oversee monthly telephone town hall meetings with AFT’s elected leaders.
- Develop message points for national AFT leaders to use for internal member and leader meetings, telephone town halls and gatherings.

Primary Knowledge, Skills and Abilities:

- Expert writing and editing skills, including researching key issues, developing story ideas, attending to detail, managing multiple deadlines.
- Capacity to analyze member data and feedback (including polls, focus groups, email and web analytics), to determine how to craft materials that will draw members’ attention and meet their needs.
- Excellent research skills, particularly for parsing the nuances of public debates so as to devise persuasive ways to present the AFT’s positions.
- Ability to manage writers and editors with a range of experience levels; commitment to developing staff members’ abilities.
- Excellent interpersonal skills, including the capacity to work well with a diverse range of individuals with strong viewpoints.
- Knowledge of online media creation, best practices and dissemination.

AFT is an equal opportunity employer.
• Ability to collaborate with division and department directors, and their staff, as a means to create online reports, policy briefs, and other resources that will showcase the union’s unique voice and excellent work.
• Strong personnel management skills.
• Prior work experience in a non-profit or union environment is preferred.
• Familiarity with AFT and/or its affiliates is a plus.

Work Environment:
The work generally performed in an office environment, but also requires of out-of-town-travel.

How to Apply:
Applicants should submit a cover letter and resume to the director of human resources or via email to adminjobs@aft.org. Please reference posting MGT-55-12-0318-V.

AFT is committed to building a culturally diverse workforce and strongly encourages applications from women of color, individuals with disabilities and veterans.

Internal Posting Period:
There is no internal posting period for this vacancy. Applicants will be considered as they apply.