

Communications Specialist

Location: Oakland

Department: Communications

Description: The Communications Department of SEIU United Healthcare Workers-West handles all aspects of communications in support of our organizing, legislative and contract bargaining campaigns.

With 140,000 members, SEIU UHW is the largest and fastest growing healthcare union in the Western United States. We represent workers in every aspect of the industry, including hospitals, clinics, homecare and nursing homes. We are committed to building a progressive, democratic labor movement to achieve high quality healthcare for all.

Responsibilities:

Develop and maintain effective relationships with editors and reporters in Northern California.

Develop public relations campaign strategies, timelines and tactics to support our organizing, contract bargaining and legislative goals.

Collect information and quotes and then write press releases and advisories.

Share aspects of media training for staff and members.

Coordinate all aspects of press conferences and other media events.

Collect and distribute news clips and media reports after media events.

Regularly update and maintain our media database system.

Write and edit communications pieces, including flyers, brochures and booklets that are intended both for our members and the public.

Qualifications:

A strong commitment to social justice and the goals and principles of our union.

A BA and at least 3 years experience in public relations and media outreach.

Excellent written and verbal communication skills, including the ability to effectively explain our goals and issues to community members, editors and reporters.

The ability to strategize and implement plans in the context of a campaign.

Ability to take initiative, to work with a team, and to handle multiple projects and tight deadlines.

General computer literacy, proficiency in Microsoft Word and a knowledge of or ability to be trained in Microsoft Access.

Willingness to work long, irregular hours, sometimes including weekends, early mornings and evenings.

Submission Instructions:

Send résumé and cover letter to:

recruiter@seiu-uhw.org