

## SEIU Texas Communications Coordinator

SEIU Texas

Job Title: Communications Coordinator

Location: Houston, TX

About SEIU Texas:

SEIU Texas is a union of health care, property services and public workers. Through their union, some of the hardest working people in Texas fight for an economy and political system that works for everybody, not just the wealthy few. We build power for low-wage workers in service industries and fight in larger struggles for social justice on issues such as health care, immigration, economic wins for workers and education reform. We are looking for a talented and creative individual to be part of building a movement of service workers and their communities in the fight for social and economic justice for all.

Purpose:

Manage SEIU Texas communications and media work to support priorities for growth, to involve members and the public in achieving those growth goals, and to brand SEIU as a progressive force for working families in Texas. The role of the Communications Coordinator is to ensure that we develop and implement a robust communications program, internally with members and staff, and externally (e.g. earned and social media) to support our campaigns. Our members speak several languages, including Spanish and Swahili. It is not necessary to speak all of these languages, but it is necessary to work in a multilingual environment.

This position reports to the Beverly Ortiz, the staff director of SEIU Texas and works closely with leaders, members and staff of SEIU Texas and also SEIU International and other coalition partners.

Key Job Responsibilities:

- Support SEIU Texas work, including organizing, contract and political campaigns;
- Manage, coach and develop members of the communications staff;
- Develop long- and short-term strategies for effectively distributing the union's message;
- Frame messages and promote a favorable image of the union with members, the general public, the news media, working people and allies;
- Establish and maintain relationships with local media across Texas and monitor coverage on SEIU Texas and issues important to the Local;
- Produce and supervise the production of newsletters, websites, social media content, news releases, Op-eds, talking points, letters to the editor and other materials, sometimes in languages other than English;
- Work with vendors to produce materials when necessary;
- Plan, organize and oversee media events;
- Develop and implement proactive earned media and social media outreach;
- Prepare workers and other allies to talk with the news media or at events;
- Train staff, leaders and members in communications and develop spokespeople;
- Work with partners, including SEIU's national union and coalition partners; and,
- Other duties as assigned.

Required Skills, Abilities and Experience:

- Strong commitment to social and economic justice;
- Ability to work well under tight deadlines and in a team environment;
- A high level of judgment, the ability to take initiative, organize time and work independently;
- Strong writing, verbal communication, editing and proofreading skills;
- Ability to frame issues for different audiences;
- Must be able to handle multiple projects simultaneously and meet established deadlines;
- Layout and design skills;
- Proficiency with computer programs including Microsoft Office Suite (Word, Excel, PowerPoint, and Publisher); familiarity with Adobe Photoshop and InDesign; ability to be trained as needed on additional software;

- Ability to work in coalitions;
- Ability to cultivate relationships with members of print, broadcast and online media;
- Background in media relations, production management, and campaign communications;
- Communications or campaign experience with a membership organization, labor union, grassroots advocacy, political campaign or elected official;
- Travel required and willingness to work long and irregular hours;
- Experience managing a team of staff; and
- Fluency in Spanish is a plus.

Salary & Benefits:

Salary is competitive and negotiable;  
Full benefits package including health insurance, a pension plan and paid vacation;  
Car allowance.

Application Requirements:

Please include in your application a detailed resume, cover letter, a one-page writing sample and the name, job title, address, and phone number of three professional references.

For more information about SEIU Texas, visit our website [www.seiutx.org](http://www.seiutx.org)

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SEIU TX is an Equal Opportunity Employer.

Apply Here: <http://www.Click2apply.net/gkkr7c3vkz>