



CSUEU Sr. Communications Specialist

Who We Are:

CSU Employees Union represents 16,000 staff members across the CSU 23 campuses as well as the Chancellors Office; working in 6 distinct bargaining units. We are a member run union and our achievements have been the result of the dedication, imagination, and hard work of our members, chapters, bargaining units, and staff, all for the betterment of California's future.

www.csueu.org

Responsibilities:

Under the direction of the Executive Director, the Senior Communications Specialist will work with the Communications Committee to run an effective communications program for CSUEU members with an emphasis on website, member outreach via electronic and social media.

The ideal candidate will have the ability to work independently, as well as part of a team, and be able to respond to time sensitive communications and deadlines. The Senior Communications Specialist must be proficient in HTML, design programs, as well as have demonstrated success in campaign strategies and email messaging.

The Senior Communications Specialist is frequently expected to operate without day-to-day supervision, to develop his or her own work plans and goals, and to act with a degree of discretion and independent judgement. He or she must be a strong self-starter and have a commitment to fulfill the objectives of the organization.

Example of Duties:

1. Exercising professional judgement in the planning and execution of major internal and external communications programs and campaigns for the CSUEU.
2. Providing editorial oversight for the creation and production of organizational research and position papers.
3. Assisting in the formulation and implementation of organizational and divisional communications, policies and strategies.
4. Developing and providing oversight on major communications projects and publications.
5. Coordinate campaigns across traditional and digital media, including print and broadcast news, email, video, Twitter, Facebook, Instagram, etc.
6. Responsible for logistical support for campaigns, including photography and video.
7. Develops media strategy, provides pro-active media outreach, and field inquiries from the news media, and helps prepare members and leaders for contact with the news media.

Ideal Skills:

- Excellent written and oral communication skills, competence in proof reading and editing, and confidence in writing and design abilities.
- Ability to meet tight deadlines and manage conflicting priorities.
- Demonstrated design, verbal, visual/graphic, interviewing and analytical communications skills.

- Demonstrated proficiency in HTML, web authoring and editing, In Design, Adobe Creative Suite, Microsoft Office.
- Four or more years in campaign communications, labor communications, public affairs, community organizing, journalism or other related experience.
- Familiarity with campaign communications and organizing.

Requirements:

- The Senior Communications Specialist will work out of the Sacramento office with some travel across the state.
- Must possess a valid California driver's license, auto insurance, and possess an automobile for business use.
- Four year college degree.

Salary and Benefits:

Salary range is \$62,868 to \$89,472. This is a UAW Local 2350 represented position and subject to collective bargaining.

Generous benefit package including medical, dental, vision, and pension.

To Apply:

Please send your cover letter and detailed resume in PDF format via email, with the job number CSUEU.2017.04 in the subject line to careers@calcsea.org. No phone calls please.