



UESF

United Educators of San Francisco
AFT/CFT, AFL-CIO ■ NEA/CTA

2310 Mason Street ■ San Francisco, CA 94133 ■ 415 956-8373 ■ Fax 415 956-8374 ■ www.uesf.org

UESF Job Announcement Communications Director

The United Educators of San Francisco (UESF), AFT/CFT, AFL-CIO, NEA/CTA, seeks to hire for the position of Communications Director. UESF represents more than 6,000 San Francisco Unified School District employees, including teachers, counselors, security aides, psychologists, community relations specialists, instructional aides, nurses, speech pathologists and therapists. UESF is also the bargaining agent for two charter schools located in San Francisco and one in Los Angeles.

JOB DESCRIPTION:

- Oversee all internal and external communications of UESF, including the development of UESF's core messaging in support of strategic plans and campaigns.
- Publish a quarterly newspaper, maintain UESF's website and social media presence, write and distribute UESF email blasts, create flyers for school site distribution.
- Train UESF leadership and rank-and-file leaders on how to speak to the media and on effective public speaking. Write op-eds and speeches.
- Develop and distribute talking points to leadership, staff, and rank-and-file members on important issues to the union.
- Develop relationships with local, statewide, and national press. Send out press releases and media advisories, pitch stories, and place op-eds.
- Support the UESF Organizing Director and Political Director in implementing organizing and electoral campaigns.
- Act as UESF spokesperson.

QUALIFICATIONS:

- Excellent writing skills
- Photography and image editing skills
- Ability to design, edit, and layout a union newspaper
- Ability to maintain a web site, including working knowledge of WordPress and HTML
- Deep knowledge of how to optimize usage of social media platforms, such as Facebook, Twitter, and Instagram

EXPERIENCE:

- Background in union communications or public relations in non-profit or government setting
- Demonstrated success in earning media coverage

PREFERRED:

- Demonstrated ability to effectively support winning organizing or other campaigns
- Familiarity with public education and issues facing public school educators
- Experience working with union members or constituent groups from a diverse and varied background
- Second language skills: Chinese, Spanish

REQUIRED:

Possession of a valid California Motor Vehicle Operator's license

COMPENSATION:

This is a salaried position. Compensation and benefits are based on union contract and include medical, dental, vision, retirement and paid leave benefits. Starting salary is \$78,000.00 or more, depending on experience.

ANTICIPATED START DATE: July 1, 2017

APPLICATION:

Send letter of application and resumé to Susan Solomon at ssolomon@uesf.org. Application deadline is June 20, 2017. Interviews will take place soon after.

Please include a phone number, an email address, and a physical return address.

For more information about United Educators of San Francisco, please visit:

<https://www.facebook.com/UESF61/>

and <http://www.uesf.org/>