



**JOB POSTING AND DESCRIPTION:  
PRESS SECRETARY**

The New York State Nurses Association is a union of 42,000 frontline nurses standing together for strength at work, our practice, safe staffing, and healthcare for all. We are New York's largest union and professional association for registered nurses. To amplify the voices of frontline nurses, the union relies on a team of talented communications staff. What follows is a job description for the press secretary.

**POSITION SUMMARY**

Seeking a talented, experienced, and highly motivated communicator with strong writing skills and the ability to establish a strong rapport with the press. The individual selected for this position will be responsible for cultivating a positive image of NYSNA in the press, ensuring that the objectives and achievements of NYSNA are communicated efficiently and effectively to earned media outlets and the public. The individual needs to simplify complex issues to convey the union's objectives and achievements utilizing print, digital, and social media. This position is based in New York City and will report to the Communications Director.

**GENERAL RESPONSIBILITIES:**

- ***Press and media strategy:*** Builds a proactive earned media strategy that amplifies the key priorities and messages of the union. The Press secretary responds to media inquiries, crafts responses, prepares media spokesperson trainings with the NYSNA Board of Directors, works with the Communications Director to make decisions about strategic messaging. The press secretary will be responsible for building relationships with the press, organizing press conferences, preparing speeches and spokespeople, participating in campaign planning meetings and creating media strategies and plans for contract campaigns, advocacy campaigns, and overall union priorities.
- ***Writing/ Copyediting:*** Drafts, edits, proofs and reviews various messaging to members as well as local and national media. Develops and edits talking points as well as opinion editorials and letters to the editor. Helps translate press materials into other communications channels, including print, digital and social media. Ensures external communications are well written, professional, and consistent with the union's message.
- ***Managerial Expectations:*** Assist in developing proposed communications budgets, responsible for monitoring expenditures within the department, input into staff evaluations, as requested, and provides supervisory coverage, as needed within the department.

- ***Additional Duties:*** Maintains and updates press distribution list. Works closely with Communications Director to determine the best way to communicate the union's work and assists with other duties as assigned.

### **REQUIREMENTS:**

- Bachelor's degree in communications, journalism or related field or at least 10 years of professional experience in communications, preferably in the labor movement or in social justice/advocacy organizations.
- Excellent writing skills, including the ability to write quickly and clearly.
- Must be able to work in a fast-paced environment and meet deadlines.
- Ability to travel, work irregular hours as needed.

### **QUALIFICATIONS:**

- Knowledge of AP style.
- Knowledge of and commitment to the labor movement
- Ability to collaborate and work well with others
- Ability to exercise sound judgment and discretion
- Well-organized, thorough and attentive to details
- Demonstrated ability to research and write on deadline

Note: Every effort has been made to make this position description as complete and comprehensive as possible. However, it in no way states or implies that these are the only duties required of the position. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or is a logical assignment within the position.

NYSNA takes the health of their employees, families, members' and communities very seriously. Proof of Covid-19 vaccination is required as a condition of employment.

We are committed to fostering an organizational culture of diversity and inclusion. Women, minorities, people of color, individuals with disabilities, and members of the LGBTQ+ community are strongly encouraged to apply.

Salary Range for this position: \$110,000-\$130,000

### **TO APPLY:**

All interested candidates should e-mail their resumes to: [Employment@nysna.org](mailto:Employment@nysna.org) Subject: "Press Secretary"

Dated: February 6, 2023