Title: Communications Coordinator

Reports To: Director of the Communications Department

The New York State Nurses Association, a union of over 40,000 front line nurses is seeking a full-time Communications Coordinator to work with nurses to develop and coordinate campaigns around contracts, contract enforcement, new organizing, and for social justice issues as part of the union's strategy to build power, fight for safe patient care, and win quality healthcare for all.

The ideal candidate will have a demonstrated ability to elicit and write stories for union publications and social media, coordinate with members on the ground, and direct press towards relevant and accurate reportage. This position is an excellent opportunity to engage nurses, patients, community leaders, lawmakers, and the press.

Job Responsibilities:
The Communications Coordinator reports to the Manager of the Communications Department, and is responsible for the following:

• Field coordination and on-site story-telling. Attend and quickly frame and report from rallies, informational pickets, press conferences and testimonies before relevant political bodies. Develop written and multi-media content from events.
• Train and coach members as NYSNA spokespeople.
• Use website, email, online actions, social media, and video to drive engagement of our members and the public in campaigns
• Implement multi-faceted strategic communications campaigns at NYSNA facilities and for new organizing.
• Work with designers to conceptualize and implement paid media campaigns, including print, TV, radio, and online.

Qualifications:
We're seeking candidates who write well, contribute to and run strategic media campaigns, and are deeply committed to progressive social change. You should have the following experience:

• At least three years of experience in union, community-based, or advocacy communications.
• Experience using online and social media organizing tools to drive campaign engagement.
• Excellent writing skills.
• The ability to communicate material to a broad and diverse audience, using a variety of communications channels and writing styles.
• Experience with the healthcare industry, registered nurses, social justice, and labor strongly preferred.
• A demonstrated ability to balance workloads in a fast-paced work environment.
• Willingness to work flexible hours, including some evenings and weekends, to complete projects and support our organization.
• Willingness to travel, as needed.
• The ideal candidate will also have experience with photo and video, basic graphic design, Adobe Creative Suite, HTML/CSS, CRMs such as Salesforce, Salsa and Action Network, and CMSs such as Drupal and Word Press.

Salary Range for this position: based upon union scale $78,000-$90,000

Note: Every effort has been made to make this 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.

To Apply:
All interested candidates should e-mail their resumes and cover letter to: Sonja.Harris@nysna.org, Subject: "Communications Coordinator"-UPSTATE