

Communications Director Laborers District Council of Minnesota & North Dakota (LDC)



Salary Commensurate with Experience

Purpose:

Reporting directly to the President, the Communications Director will set and guide the strategy for all internal and external communications, website, and public relations messages and collateral to consistently articulate Laborer's District Council of MN & North Dakota mission to protect the rights and welfare of union and nonunion workers, and to uphold high labor, quality, and safety standards in the construction industry and the public sector.

The Communications Director will work closely with affiliated Local Unions and Labor-Management Funds (Training, Marketing, etc.) as the communications partner on a variety of strategic initiatives.

- Develop and implement a comprehensive external and internal communication plan.
- Develop and implement the Council's Electoral Communications Program to create an informed, motivated and active membership.
- Develop and manage media contacts.
- Coordinate webpage Facebook & Twitter maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly.
- Manage the development, distribution, and maintenance of print and electronic collateral material including, but not limited to, newsletters, brochures, advertising.
- Manage the Council's communication efforts including branding, social media, website development and maintenance, E-action alerts, media and press releases.
- Work with other staff to manage data related to members communications
- Implement communication strategies to support internal organizing, membership growth, and political action.

Education and Experience:

The Communications Director may come from a variety of other leadership experiences, including having been in a communications position with another major not-for-profit organization, labor or political organization. Graduation from an accredited four-year college or university with a bachelor's degree in Labor Studies, communications, political science or a related degree and at least five (5) years of related work experience and/or a combination of education and experience that would provide for the following knowledge, skills and abilities is preferred:

- Knowledge and experience related to research, targeting, direct mail, and media & social networking.
- Experience working collaboratively with community groups and allied organizations.
- Excellent writing/editing and verbal communication skills.
- Knowledge of organized labor and movement building.
- Ability to communicate effectively and develop and maintain good working relationships and to work effectively as part of a team.
- Ability to manage and access multiple programs and priorities and meet deadlines.
- Proficiency with desktop and online tools including word processing, spreadsheet software, online databases and desktop publishing.

To Apply:

Mail, e-mail or fax a detailed resume, cover letter, a one-page writing sample and the name, job title, address, and phone number of three professional references to:

Laborers District Council of Minnesota & North Dakota
81 East Little Canada Road
St. Paul, Minnesota 55117

Email: council@mnlcd.org

In subject of email: Title of Position you are applying for (Communications Director)

Fax: (651) 653-9745



Position posting closes Friday, February 17, 2017