



New York State Nurses Association

**JOB POSTING AND DESCRIPTION:
COMMUNICATIONS DIRECTOR– NYC Area**

The New York State Nurses Association is a labor organization of over 40,000 frontline nurses standing together for strength at work, nursing practice, safe staffing, and healthcare for all. We are New York's largest union and professional association for registered nurses.

The Communication Director reports to the Executive Director and is a member of the Senior Leadership team dedicated to improving the lives and working conditions of NYSNA members. The Communications Director coordinates the efforts of the department to meet the needs of the statewide union, the needs of local bargaining units to win good contracts and the efforts of unorganized nurses to join NYSNA. The Communications Director will coordinate with other NYSNA departments to meet these goals. In addition, he/she directs staff in all areas related to publications, social media, press advertising.

GENERAL RESPONSIBILITIES

- Develop and implement a strategic plan focusing on the unions' image to our communities, our patients and the public.
- Direct and coordinate all communication efforts needed to give members a stronger voice on the job, including contract campaigns. Promote the visibility of NYNSA in all public venues.
- Oversee multi-media advertising efforts needed to further organizational goals. Plan and coordinate solicitations for advertising, subscriptions and content for all publications.
- Ensures the union's website and written materials reflect the activities, needs and concerns of the members. Supervise the content and operation of the NYSNA website.

SPECIFIC RESPONSIBILITIES

- Work in close collaboration with department staff, providing oversight and guidance to ensure quality advocacy to the union and to members.
- Responsible for all public facing communications.
- Direct, coordinate and supervise the activities of the department to assure timely production of high-quality publications, including production of regularly scheduled

issues of official union newspaper, weekly eblasts and all other member wide correspondences.

- Monitor the expenditure of union communication funds to ensure the union's program is vibrant, yet within the confines of the annual budget.
- Plan and coordinate timely and accurate media presentations and public relations activities.
- Provide for supervision, assignment and evaluation of department staff to effectively implement all responsibilities.

QUALIFICATIONS

- A minimum of a bachelor's degree in Communications or related field required master's preferred.
- Strong demonstrable writing skills required. Successful media outreach efforts desirable.
- Previous supervision or team leadership experience required.
- Knowledge of the labor movement with experience in helping members' efforts to win good contracts, influence public policy and promote short- and long-term goals of a labor organization necessary.

Note: Every effort has been made to make this position description as complete 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 to the position.

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.

TO APPLY:

All interested candidates should e-mail their resumes and cover letters to: Employment@nysna.org, Subject: "Communications Director"