



Communications Specialist, Washington Teachers' Union (WTU), AFT Local 6

Full-time | Traditional/Non-traditional hours | Some evening/weekend work required

Reports to: President

Salary Range: \$70,000+

Benefits: Medical, Dental/Vision, 401k, Federal and DC Holidays, Accrued Paid Time Off, Paid Training

Overview

WTU Local 6 is seeking a creative and strategic Communications Specialist to oversee internal and external communication efforts that elevate educator voices and promote union priorities across the district. This role will help build transparent, effective communication networks among members, community allies, and public stakeholders while ensuring brand consistency and message clarity across all channels.

Key Responsibilities

- Develop and implement communications strategies across WTU campaigns and member services
- Coordinate media outreach, draft press releases, and maintain relationships with press outlets
- Plan and promote union events and initiatives, including logistics and messaging
- Collaborate with organizers to enhance building-level communication, including 1:1 member contact
- Draft internal emails, announcements, and digital content for WTU's platforms
- Monitor communication metrics and offer improvements based on data-driven insights
- Manage communications contractors and ensure consistency across media formats
- Strengthen connections with members, DC agencies, and the broader public education community

Job Qualifications

- Proficiency with Microsoft Office and case management tools
- Experience in a labor union setting, preferably education-based
- Skilled at organizing and prioritizing work in deadline-driven environments
- Strong writing and interpersonal communication skills
- Ability to work both independently and collaboratively across teams
- Demonstrated initiative, strategic thinking, and adaptability
- Extensive familiarity with digital tools like Mailchimp, Canva, social media, and campaign platforms

Education & Training

Background in *communications, marketing, journalism*, labor studies, or related fields preferred.