



Communications Specialist

Kansas City or Saint Louis

Missouri Workers Center is building a multiracial worker-led movement to advance the rights and power of workers on and off the job in rural, urban, and suburban Missouri. We organize workers for collective action against billionaires and racists who seek to exploit and divide Americans. We go on strike, rally, practice civil disobedience, and march on bosses. We do whatever it takes to win prosperity, dignity, and freedom for all.

Job Type: Full Time, Salary

Purpose of Position: To implement Missouri Workers Center's communications strategy by working in the full range of communications tactics, from digital to traditional media and communications. The communications specialist will be responsible for expanding the organization's digital footprint by curating social media, mass email, and mass text communications. They will draft press materials and develop relationships with journalists to drive event and action coverage. They will train low-wage workers to effectively share their stories. This position will work closely with MWC field organizing teams and report directly to the communications director.

PRIMARY RESPONSIBILITIES:

Digital Media and Communications:

- Creating engaging content that centers the stories, issues, and perspectives of low-wage workers, including but not limited to: email copywriting, web content, graphic design, organic and paid social media content, SMS and peer-to-peer texting
- Self-report at actions and events across MWC's digital platforms
- Website updates with basic HTML and minimal CSS
- Report out on digital results, providing metrics and developing recommendations for next steps and future campaigns based on analysis
- Maintain an up-to-date digital content calendar tracking upcoming dates, actions, and compression moments to drive digital strategy
- Create online registration links for events via EveryAction

Traditional Media and Communications:

- Conduct story mining and meetings with low-wage workers to learn their stories and prepare remarks with workers for speaking opportunities at public rallies, press events, and meetings
- Craft campaign messaging and talking points that shape public narratives around these issues
- Identify newsrooms and journalists who cover relevant beats, build relationships with media personnel, and grow their interest in and coverage of low-wage worker organizing campaigns
- Write materials to generate press coverage, including press advisories, releases, statements, and press call pitches. Pitch stories that support MWC campaigns and raise the profile of worker organizing through storytelling
- Coordinate media interview requests with workers and prep workers and community members to speak with reporters
- Work closely with communications director, field organizing teams, and allied organizations to develop and execute communications plans



EDUCATION AND EXPERIENCE

- A commitment to building a multiracial worker-led movement in Missouri and passion for building narrative power to advance MWC campaigns
- The ability to be punctual, flexible, nimble, and work long and irregular hours, including some nights, weekends, and holidays
- Graphic design skills and an eye for engaging content that aligns with MWC's branding and visual identity
- Ability to capture compelling photo and video content
- Excellent attention to detail and able to carry out plans with direction in a timely and effective manner
- A demonstrated ability to use storytelling and persuasive writing to explain complex campaign details
- Strong writing skills and ability to produce quick and compelling copy for a variety of audiences and in different formats, from social media captions to press releases to op-eds
- The ability and desire to work in a fast-paced environment, meet deadlines, and manage multiple projects at a time
- Proven relational skills to build rapport and effective collaboration with workers, organizers, staff, media personnel, and allies.
- Willingness and ability to occasionally travel across the state
- Preferential consideration will be given to bilingual applicants fluent in oral and written Spanish

LOCATION, COMPENSATION, BENEFITS

This is a full-time position and reports to the communications director. This position will be hybrid-remote, based out of our Kansas City or St. Louis office.

We offer a competitive starting salary between \$55,000 to \$60,000 (based on experience) and benefits, including:

- 100% employer paid health, dental, and vision insurance
- Retirement plan with 3% match
- Life insurance for employees
- Unlimited paid time off
- Cell phone stipend
- Health & welfare stipend
- Additional \$1500 annual bonus to fluent Spanish speakers

MWC is an equal opportunity employer committed to diversity and inclusion. We encourage applications from all qualified candidates regardless of gender, gender identity, gender expression, race, ethnicity, age, sexual orientation, marital status, religion, disability or any other protected status.

This position is part of a union-represented bargaining unit.

To Apply

Send resume, cover letter, writing sample and graphic design sample to Apply@MoWorkers.org. For the subject line please put "Communications Specialist" followed by your first and last name.