

Communications Manager

Federal Unionists Network (FUN)

Salary range: \$109,700 - \$113,000

Position Summary

*** This position would be a member of the Federalist Unionist Network team, a project fiscally sponsored by Action Center on Race and the Economy (ACRE). ***

The Communications Manager at the Federal Unionists Network manages the design, execution, and evolution of FUN's messaging and digital strategy to build worker power, amplify federal worker voices, and organize mass support in defense of democracy, public service, and labor rights. This role goes far beyond managing platforms and requires developing and aligning a strong digital program with the FUN's organizing program and strategy.

The Communications Manager integrates training, storytelling, campaign mobilization, and rapid response into a dynamic and accessible communications infrastructure. They help train and work closely with worker-leaders, organizers, and coalition partners to build a distributed, democratized, and scalable communications operation.

Key Responsibilities

Digital Strategy & Ecosystem Development (40%)

- Develop and implement FUN's overall digital strategy, aligning with organizing goals and campaign priorities.
- Design systems to scale digital engagement across agencies and geographies—web, email, SMS, and social—so that federal workers and supporters can act, share, and lead.
- Translate organizing goals into digital tactics (e.g. petition drives, email mobilizations, social media actions).
- Build and maintain a flexible but principled digital infrastructure, including campaign landing pages, resource libraries, and microsites.

Social Media & Content Creation (30%)

- Manage FUN's digital channels (social media, email, website), ensuring consistent voice, values, and presence across platforms.

- Produce or coordinate creation of compelling content: graphics, short videos, digital toolkits, story posts, and shareables.
Monitor trends and news for real-time intervention and narrative opportunities; lead on rapid response.
- Collaborate with worker-creators and volunteers to elevate first-person storytelling from the frontlines of federal agencies.

Organizing Integration & Digital Hubs Support (20%)

- Partner with regional hubs and organizing staff to develop distributed communications strategies that uplift local campaigns and rank-and-file voices.
- Provide training, templates, and tools for federal workers and volunteers to lead digital efforts from their communities.
- Ensure digital strategy supports—not substitutes—worker-led field organizing.

Team Collaboration & Coordination (10%)

- Participate in campaign planning meetings; advise on timing, tactics, and online-offline integration.
- Work with communications, organizing, and policy staff to ensure alignment of messaging and digital tactics.

Collaborate with volunteers and advisors to coordinate workflow and expand capacity.

Qualifications, Skills, and Experience

- 5–7 years of experience in digital organizing, communications, or campaigning within labor unions, nonprofits, community organizing, or social justice movements.
- Deep alignment with FUN’s mission to build worker power, protect the public good, and defend democracy through organizing.
- Demonstrated success using communications and digital strategies as tools for real-world movement building—not just online engagement but integrated with organizing campaigns and action.
- Skilled in managing a multi-channel digital presence, including:
 - Social media (Instagram, Threads, Bluesky, etc.)
 - Mass email (ActionNetwork, EveryAction, Mailchimp, etc.)
 - Website and microsite tools (Squarespace, NationBuilder, WordPress, or custom CMS)

- SMS tools and petition/action network platforms
- Ability to create and curate compelling content, including writing for web and social, developing digital toolkits, and coordinating visuals (graphics, short-form video, photography).
- Ability to translate complex issues (e.g., agency restructuring, federal worker rights, public service funding) into clear and accessible messaging.
Experience designing and executing distributed digital strategies that build capacity among local teams or grassroots chapters.
- Comfortable working in fast-paced, multi-stakeholder environments with shifting priorities and campaign demands.

LGBTQ, women and people of color are strongly encouraged to apply. The salary range for this position is \$109,700 to \$113,000. Position includes excellent benefits. Location is flexible within the contiguous United States. This position will be employed by ACRE Institute, a 501(c)(3) organization. This position is covered by a collective bargaining agreement with the ACRE Workers Union.

To Apply

Interested applicants should send your application to: applications@federalunionists.net

Please include the following:

- Subject line: FUN Communications Manager
- A résumé with the months and years of employment for each position.
- A cover letter addressing the reasons you are interested in the role, your qualifications and ability to carry out the duties of the position.
- Two or three examples of communications projects or campaigns you have led. For each example, describe the goal, your role in shaping the strategy, the audiences you were trying to reach, the tools or tactics you used, and what impact the work had (such as digital engagement, media coverage, or organizational outcomes).