

# NEW YORK STATE NURSES ASSOCIATION (“ASSOCIATION”)

## JOB POSTING AND DESCRIPTION COMMUNICATIONS MANAGER (MCS)

**Date Posted: April 7, 2026**

**TITLE:** Manager of the Communications Department

### **POSITION SUMMARY:**

**Lead communications campaigns.** Plan and implement comprehensive media and communications campaigns to advance our work at the bargaining table, in the legislature, and at the ballot box. Work closely with NYSNA's field, political, legal, research, education, and advocacy resources.

**Tell our story.** Work with the Communications Director and Press Secretary to shape the union’s narrative for internal and external communications. Write quickly and effectively for multiple channels and audiences. Work with NYSNA communications staff to train nurse leaders as spokespeople and effective communicators.

**Lead digital strategy.** Work with the Communications Director and Communications Coordinators to implement comprehensive digital strategies that engage our membership and advance our campaign goals. Manage the NYSNA website and online organizing platforms. Stay on top of the latest changes in digital communications and help NYSNA budget and adopt new strategies and tactics that will strengthen our campaigns.

### **ACCOUNTABILITY:**

Reports to the Communications Director and works in close coordination with the Director of Field Organizing and the Director of Political and Community Organizing.

### **PROGRAM RESPONSIBILITIES:**

- Supervise staff in the Communications Department. Select and manage consultants when needed.
- Develop and manage the execution of campaign communications plans in close consultation with the Director of Field Organizing, Area Directors, and the Director of Political and Community Organizing.
- Manage the union’s digital strategy, including its website, email and social media platforms. In consultation with the IT department, manage the evaluation and adoption of communication technology.
- Work with the Director of Communications on all NYSNA print and multi-media materials. Write and edit print and digital materials. Create videos that help the union tell our story.
- Assist the Director of Communications and Press Secretary in responding to inquiries from the press in a timely and effective manner.
- Train frontline RNs as NYSNA spokespeople. Conduct social media trainings to engage and organize members to communicate effectively online.
- Manage the appropriate use of paid media, including digital advertising.

### **ADMINISTRATIVE RESPONSIBILITIES:**

- Contribute to campaign communications strategy.
- Manage the appropriate approval of all communications materials.

- Contribute to the performance evaluations of communications staff.
- The ability to supervise staff effectively under difficult deadlines.

**POSITION QUALIFICATIONS:**

Candidates must have extensive experience in the labor movement or similar experience in social justice movements. Other qualifications include:

- A clear writing style and knowledge of AP style
- Experience coordinating successful campaigns
- Experience with photography and videography

Salary Range for this position will range from: \$105,000 to \$115,000 depending upon relevant background and experience.

*Note: Every effort has been made to make this position description as complete and comprehensive 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 within 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 to: [Fanya.DiAquoi@nysna.org](mailto:Fanya.DiAquoi@nysna.org),  
Subject: "Communications Manager"