

Duties and Responsibilities



REPRESENTING THE FLIGHT ATTENDANTS OF
Alaska + Hawaiian

Communications Committee



The **Communications Committee** is dedicated to ensuring our Union's voice is clear, accessible, and impactful. We believe in fostering informed and connected Flight Attendants by providing timely updates, useful resources, and engaging content across all our communication channels. Our work is about more than just sharing news—we strive to create opportunities for meaningful dialogue and help every Member feel informed, connected, and empowered.

Communications Committee Members make a significant, measurable impact within our Union by developing and implementing effective communications strategies that drive real engagement and impact. Through active listening, innovative outreach, and a commitment to transparency, we ensure that Members have the information they need to stay up to date on our workplace and profession. Our commitment to high standards in communication strengthens solidarity, drives positive change, and amplifies the collective voice of our Union.

Key Responsibilities

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| Inform Members | Create and share timely, relevant, and easy-to-understand updates on Union initiatives, workplace trends, and Member advocacy, ensuring every Member has the information they need to feel confident and engaged. |
| Develop Content | Design, produce, and deliver content across all communication platforms using written articles, videos, graphics, and other creative formats. Adapt style and format across different media types to ensure that information is accessible, compelling, and meaningful to Members. |
| Maintain Digital Platforms | Maintain and elevate our Union's digital presence—across the website, social platforms, and emerging technologies—so content remains current, engaging, and reflects the spirit of our Union. |

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| Enable Dialogue | Promote open feedback channels that make it easy for Members to raise concerns, ask questions, and contribute ideas for change. Help Members connect with AFA Representatives for support and assistance. |
| Engagement Strategy | Use data and Member insights to continually improve communication strategies, so that content, updates, and platforms meet Members where they are and reflect their real interests and needs. |
| Safeguard Trust and Privacy | Maintain high standards of confidentiality, digital security, and ethical practice, ensuring every communication builds trust and protects Member information. Uphold AFA Mutual Respect Policy and Social Media Guidelines on all AFA platforms. |

Expectations

- Act as a communication link to facilitate dialogue between Members and the Local Executive Council (LEC) Officers.
- Work closely with LEC Officers, other AFA committees, and relevant stakeholders to align messaging and strategy.
- Double-check facts, follow best practices, and adhere to established identity guidelines or the AFA Alaska + Hawaiian Style Guide.
- Engage constructively with Members on assigned AFA social media platforms using established social media administration guidelines. Answer questions, provide verified resources, and guide Members to accurate information.
- Proactively inform the LEC Officers of any discussions or communications with management to foster transparency and alignment.
- Actively monitor and review management communications to Flight Attendants, and report inaccurate, unclear, or concerning information to the LEC Officers.
- Provide written suggestions for changes to the LEC Officers to drive improvements and innovation.
- Consult with the LEC Officers before any AFA committee meeting with management to ensure clear direction for successful discussions.
- Uphold and respect the established policies and procedures of the LEC, MEC, and AFA. Ensure that the committee does not create any conflicting rules or guidelines. Sign and agree to a Commitment to Serve form and any other relevant policies (e.g., Confidentiality Policy, Use of Technology Agreement, etc.).

Qualifications

- Strong organizational and communication skills.

- Familiarity with Google Workspace (email, calendar, and document sharing functions) and Microsoft 365 (Microsoft Word).
- Familiarity with or interest in learning design tools such as Canva Visual Suite.
- Comfortable conducting interviews (in person, by phone, video conference, or by email) and efficiently gathering information.
- Ability to perform, or willingness to learn, a range of digital communication skills, including:
 - Writing and editing content such as articles, video scripts, and social media posts.
 - Creating video content (filming, editing, and delivering finished productions).
 - Designing graphics and visual media, including visual storytelling through infographics, photo essays, and multimedia narratives.
- Willingness to regularly attend Communications Committee meetings (virtually or in-person).
- Commitment to following committee policies, procedures, and rules while upholding high ethical standards.
- Ability to maintain the confidentiality of sensitive and personal information.
- Must be an AFA Member in good standing (dues current).
- Must remain in good standing with the company.

Training

New Committee Members will take part in AFA's Day 1 onboarding program, which combines structured training with guided discussions and mentorship. This program aims to empower new volunteers by providing them with the knowledge and skills necessary to excel in their roles. If needed, additional committee-specific training will be provided to ensure that all Committee Members are supported and well-prepared for success.

Ready to Get Involved?

Our AFA committees are the heartbeat of our Union, leading the charge to advocate for our rights and amplify our voices in the workplace and beyond. Powered by dedicated Flight Attendant volunteers, our committees work to protect our contractual rights, ensure fair treatment, and raise the bar for our profession. Join us in making a real difference! Discover how to get involved at afaalaska.org/volunteer.