



A Union of Professionals

Notice of Open Position

Job Title: Website Specialist (Senior Associate)
Posting Number: AOF-55-45-0921-V
Department: Communications

September 2023

Unit: AFTSU
Supervisor: Digital Manager
Annual Salary: \$97,529

The American Federation of Teachers is a union of professionals that champions fairness; democracy; economic opportunity; and high-quality public education, healthcare and public services for our students, their families and our communities. We are committed to advancing these principles through community engagement, organizing, collective bargaining and political activism, and especially through the work our members do. The AFT believes that a culturally diverse workforce advances our mission and we strongly encourage applications from under-represented communities of workers.

Position Summary: Under the general supervision of the digital manager, the website specialist is responsible for maintaining, updating AFT websites, including AFT.org, StateWeb (AFT's website platform provided to AFT affiliates) and LeaderNet (AFT's intranet for affiliate leaders). The website specialist will manage content updates on AFT.org, including updates to the homepage and any content pages. These updates will include text, images, videos, files and other content as needed. The website specialist will be responsible for posting timely material, including press releases. Working closely with the digital manager and communications director, the website specialist will advise on website optimization and give creative input on AFT's various website platforms. Other duties include working with website vendors on updates to the website code, assisting in timely contract renewals for website and hosting vendors, sizing photographs and graphics to fit the website specifications, posting job descriptions, and keeping content organized in the back end. This position requires a proactive approach to website updates and occasional evening work.

Position Responsibilities:

- Update and maintain all AFT website content, formatting, and SEO to ensure all information is accurate and up to date and that content adheres to AFT brand guidelines.
- Coordinate with team members to prioritize content updates and needs; post press releases and reports in a timely manner including during evening and weekend hours.
- Collaborate with existing vendors and manage their technical support work on various websites.
- Manage content organization and ensure naming conventions are followed when documents are posted to AFT websites.
- Support AFT affiliates with posting and syndicating content and any technical issues that arise on AFT's StateWeb platform.
- Work with affiliate leaders and staff to ensure they have access to Leadernet and StateWeb sites.
- Collaborate with digital team to implement new features and functionality on websites.
- Ensure functionality and efficiency of sites and web servers.
- Monitor online traffic and conversion, and provide analytics on a regular basis.
- Other duties as assigned.

Knowledge, Skills and Abilities:

- Bachelor's degree or equivalent experience required.
- Experience with a CMS, content management and HTML required.
- Excellent verbal and written communications skills.
- Basic photoshop skills preferred.
- Proactive approach to work.
- Ability to work under pressure and meet deadlines.
- Ability to work effectively with leaders and staff in complex and sometimes political situations.
- Familiarity with AFT issues and/or its affiliates is a plus.

AFT is an Equal Opportunity Employer

The AFT is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

Work Environment:

AFT is a place-based organization. The position requires stamina to work long hours and ability to quickly respond to inquiries. Some travel, evening and weekend work is required.

How to Apply:

Applicants should submit a cover letter and resume to the director of human resources via the following link:

https://www.appone.com/MainInfoReq.asp?R_ID=5734731

Cc: La Rufus Mitchell, AFTSU President

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