



A Union of Professionals

April 2023

## Notice of Open Position

<b>Job Title:</b>	Deputy Manager, Digital	<b>Unit:</b>	Management
<b>Posting Number:</b>	MGT-55-01-0322-N	<b>Supervisor:</b>	Digital Manager; Director
<b>Department:</b>	Communications	<b>Annual Salary:</b>	\$165,370.26

The American Federation of Teachers is a union of professionals that champions fairness; democracy; economic opportunity; high-quality public education, healthcare and public services for our students, their families, and communities. We are committed to advancing these principles through community engagement, organizing, collective bargaining and political activism, and especially through our members' work. 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 and director of communications, the deputy digital manager oversees vital aspects of the online activism and communication program. The deputy will manage a team that produces social media content, activist emails, and other pieces of online communications for both AFT members and the general public. This includes ensuring high-quality and engaging social media coverage of events across multiple social channels. The deputy will work closely with the digital manager and digital staff to develop plans for re-engaging and growing the email activist list. Other duties include working with different departments to ensure we're telling the story of AFT's work for our members and communities. This position will require travel and a lot of evening and weekend work.

### Position Responsibilities:

- Manage digital team staff who produce social media content for the union and officers.
- Manage digital team staff who produce activist emails and online actions.
- Develop long- and short-term strategies for social media and online engagement.
- Lead the digital team and others to develop and implement new strategies for list engagement and growth.
- Oversee digital media storytelling working with managers in the department to highlight AFT members and their work.
- Stay abreast of stories and ideas relating to education, healthcare, the labor movement, and other vital issues.
- Staff events with union leadership, including school visits, protests, and conferences. Produce various social content as a follow-up to each event.
- Establish relationships with vendors and manage the vendor work on various digital tools.
- Work closely with other teams across the Communications department.
- Other duties as assigned.

### Knowledge, Skills, and Abilities:

- Strong analytical skills.
- Excellent verbal and written communication skills.
- Understanding data and analytics for social media and email programs is a must.
- Experience with running email programs is a must.
- Digital media writing is required.
- A 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 and union issues and its affiliates is a plus.
- Minimum of 4-6 years managing 5-8+ staff and projects required.
- BS/BA degree required.

### 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.*



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**Work Environment:**

The work is generally performed in an office environment. The position is place based in Washington, DC. The position requires stamina to work long hours and respond quickly to inquiries. 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=5426552](https://www.appone.com/MainInfoReq.asp?R_ID=5426552)

**Internal Posting Period:**

There is no internal posting period for this vacancy. Applicants will be considered as they apply.

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