



A Union of Professionals

Notice of Open Position

January 2024

Job Title: Senior Associate, Digital Campaigner
Posting Number: AOF-55-50-1123-N
Department: Communications

Unit: AFTSU
Supervisor: Director of Communications
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 all persons without regard to race, religion, color, age, sex, national origin, sexual orientation, gender identity, genetic disposition, neurodiversity, disability, veteran status or any other protected category under federal, state and local law.

Summary: Under the supervision of the deputy manager in the digital team within the AFT Communications department, the senior associate will develop digital and social media campaigns to support the work of the AFT and our affiliates. The ideal candidate for this position is a self-motivated and mission-driven campaigner who is experienced in the nuances, pace, and creative nature of social media while also being excited about the opportunity to lift up the authentic stories of AFT's members and leaders.

Position Responsibilities:

- Create social media content for the AFT's social media platforms.
- Optimize and expand AFT's reach on social media via creative and impactful experimentation and partnerships.
- Attend events, conferences and site visits around the country with AFT officers and produce social content highlighting the event.
- Liaise with AFT departments and affiliates to coordinate digital campaigns to support our work and advocacy goals.
- Train local affiliate and national field staff—in person and virtually—in the theory and practice of social media and online organizing.
- Leverage digital resources including Action Network e-mail and advocacy platform; text messaging databases; AFT StateWeb (a website management tool for AFT affiliates) and social media tools in coordination with AFT campaigns and priorities.
- Develop and manage paid social media campaigns, execute successful retargeting and remarketing campaigns.
- Partner with external organizations to support coordinated online campaign efforts.
- Support campaign goals and benchmarks; test, track and optimize programs based on data-driven campaign practices.
- Write emails and petitions for a digital audience.
- Other duties as assigned.

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.

Knowledge, Skills and Abilities:

- At least 5 years of experience with digital campaigns in political, issue advocacy and/or labor campaigns.
- Mastery of social media tools and analytics and a passion for learning.
- Exceptional written and verbal communication skills.
- Experience running innovative advocacy and/or awareness campaigns
- Commitment to centering equity internally and externally.
- Experience developing and delivering trainings.
- Experience with union or membership organizations preferred.
- Familiarity with AFT and/or its affiliates is a plus.
- Basic web design skills are a plus.
- Experience with photo and video production and editing is a plus.

Work Environment:

- AFT is a place-based organization. The position requires stamina to work long hours and ability to quickly respond to inquiries. Extensive travel required multiple times per month. 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=6017682

Internal Posting Period:

Internal posting period expires on November 15, 2023. External candidates will be considered as of November 16, 2023.

Cc: La Rufus Mitchell, AFTSU President

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