



Notice of Open Position

January 27, 2025

Job Title:	Digital Campaigner	Unit:	AFTSU, Senior Associate
Job Number:	AOF-55-50-1123-N	Supervisor:	Deputy Manager, Digital Communications
Department:	Communications	Salary:	\$100,455

The AFT 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 is a place-based employer.

Position Summary:

The AFT seeks a strategic and creative senior digital campaigner to join our digital team within the AFT Communications department. Under the general supervision of the deputy manager, the senior digital campaigner will lead and implement digital and social media campaigns to uplift and amplify the work of the AFT and our affiliates across the nation. We are looking for a mission-driven, experienced digital campaigner who understands the nuanced and fast-paced nature of social media and is enthusiastic about the authentic stories of AFT's members and leaders.

Position Responsibilities:

- Digital content creation:
 - Write meaningful emails, petitions, and other digital communications to engage and mobilize AFT's audience on the full range of our constituencies and areas of focus.
 - Create high-quality social media content to engage and inspire audiences across AFT's social media platforms.
 - Experiment with creative content formats to expand AFT's reach, engagement and follower growth through innovative storytelling and partnerships.
- Event coverage and on-site campaigning:
 - Frequent travel with AFT officers to events, conferences and affiliate site visits around the country, producing real-time social content that brings these events to life for our online audiences.
- Collaboration and campaign coordination:
 - Work with AFT departments and affiliates to create and run digital strategies.
 - Collaborate closely with affiliates to ensure cohesive and impactful digital campaigns across local, state and national levels.
- Training and capacity building:
 - Conduct in-person and virtual trainings for local affiliates and national field staff to build digital organizing skills, social media strategies, content creation and best practices for online engagement.
- Digital tools and campaign execution:
 - Independently utilize a range of digital resources including Action Network (e-mail and advocacy platform), text messaging databases,

AFT StateWeb (website management system for AFT affiliates) and social media management tools, to enhance campaign impact and effectiveness

- Paid social media and campaigns analytics:
 - Design and manage paid social media campaigns to boost reach and engagement.
 - Test, track, and optimize campaign components based on performance metrics, applying data-driven practices to achieve campaign goals and benchmarks

- Additional duties as assigned

Primary Knowledge, Skills and Abilities:

- At least 5 years of work experience in digital media, communications, journalism, political science, or related fields - including time spent both in an office environment and in the field.
- Expertise with digital campaigning tools—including social media and email.
- Exceptional written and verbal communication skills, with experience writing for a digital audience in a fast-paced environment.
- Strong skills in content creation for social platforms, with demonstrated success in building engagement
- Strong organizational and project management skills
- Understanding of staffing high level organization leaders at events
- Ability to thrive when managing multiple priorities with varying timelines in a multi-issue workplace.
- Familiarity with and excitement about the AFT and/or its affiliates is a plus.
- Familiarity with and excitement about national politics is essential.
- Experience with photo and video production and editing is a plus.

Work Environment:

The position requires stamina to work long hours and the ability to quickly respond to inquiries.
Extensive travel is required multiple times per month.
Evening and weekend work is required.

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Application requirements:

Applicants should submit a cover letter and resume to human resources via: <https://secure7.saashr.com/ta/6203756.careers?ApplyToJob=520585695>

Internal Posting Period:

Internal posting period expires on February 11. External candidates will be considered as of February 12.

Cc: la'Rufus Reid, AFTSU President

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 for race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age or veteran status.