



**SENIOR SOCIAL MEDIA STRATEGIST
COMMUNICATIONS
WASHINGTON, D.C. [HEADQUARTERS]**

Are you passionate about economic fairness and social justice? Do you want to improve the lives of working people and strengthen the labor movement? If you answered, “Yes!” then the AFL-CIO may be the right place for you. We are the largest federation of labor unions in the United States, and our team of dynamic professionals is dedicated to growing worker power and ensuring every working person has a voice on the job. When you work at the AFL-CIO, you’re more than just an individual employee—you’re helping to lead a movement with a proud history and a bright future ahead.

The Senior Social Media Strategist will be responsible for creating and implementing social media content and strategy for the AFL-CIO’s national, state and local advocacy and electoral campaigns while analyzing the results to continually improve our reach and effectiveness.

Duties and Responsibilities:

- Managing and crafting content for multiple accounts simultaneously on platforms such as Facebook, Twitter/X, Instagram (including stories and reels), Threads, and TikTok.
- Working closely with a variety of AFL-CIO departments and affiliates on the identification and execution of digital components to our political, issue, organizing and legislative programs.
- Posting and using active social listening and monitoring across social platforms for trends, tone, feedback, and conversation.
- Tracking and analyzing digital engagement metrics.
- Serving as a media monitor across social media platforms, identifying stories and trends in real time for the department and federation to respond to.
- Assisting with dynamic effective online mobilization, communications and campaigns with email, text messaging, video and other online communication tools.
- Researching and recommending emerging digital media technologies and channels.
- As part of a training team, train national, state and local organizations on social media trends and best practices, online organizing, communications, and tools.
- Answering emails that come in from the digital help desk when they apply to social media.
- Basic graphic design skills.
- Other duties as assigned.

Qualifications:

- Minimum of four years of proven experience designing, executing content and tracking metrics for successful social media programs on platforms including (but not limited to) Facebook, Twitter/X, Instagram (including stories and reels), Threads, and TikTok.

- Strong editorial judgment, writing ability, and attention to detail. You should be able to quickly craft compelling, accurate, and typo-free copy in an authentic voice that resonates with our audiences on various platforms.
- A willingness to be “very online” ie: to be willing to check social media throughout the day and occasionally on nights and weekends as needed.
- A willingness to collaborate frequently on content to ensure our affiliates and other stakeholders’ interests are accurately reflected.
- Expert knowledge of the latest online tools and emerging technologies and trends.
- Experience with online organizing and innovative ideas for how to use digital strategies to win local and national campaigns.
- Creative ideas for mobilizing members and integrating online and offline activism.
- Familiarity with SMS texting and email tools and Constituent Relationship Management systems (i.e. Action Network)
- Familiarity with social listening tools and practice.
- Familiarity with analytics and metric tools.
- Basic knowledge of Adobe design tools and/or Canva a plus
- Some travel may be required.
- Ability to work long and extended hours when needed.

Salary: \$103,181.25

Apply here: <http://aflcio.hirecentric.com/jobs/>

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