



AMERICA'S UNIONS

**VERTICAL VIDEO PRODUCER  
COMMUNICATIONS  
WASHINGTON, DC [HEADQUARTERS]**

Are you passionate about using video to tell the stories of America's labor unions and working people on platforms like TikTok and Instagram Reels? Do you like using video trends and memes to explain complex policies, report on breaking news, and inspire people to take action?

The AFL-CIO, the largest federation of labor unions in the United States, is looking for a **Vertical Video Producer** to join the federation's communications department for a 12-month contract position. They will work within a small and nimble video production team to help give working people a voice on the job and build worker power in the face of unprecedented attacks by the Project 2025/DOGE agenda.

This position reports to the AFL-CIO Digital Strategies Manager and Communications Director.

*Temporary position not to exceed twelve (12) months.*

**DESCRIPTION OF DUTIES:**

- **Lead Social Media-Specific Video Production:** Develop fun, creative, and engaging video-based social media content for platforms such as TikTok, Snapchat, Reels and Shorts. Must be comfortable being a one-person show (or part of a very small team) to brainstorm, shoot, edit and produce videos that drive clicks and engagement.
- **Storytelling:** Create compelling, emotional videos that tell working people's stories and translate intricate policy and political topics such as collective bargaining rights, good jobs, the economy, and immigration into simple and interesting presentations.
- **Collaboration:** Work closely with the AFL-CIO social media and communications team, other stakeholders throughout the AFL-CIO, and across the larger labor movement to deliver videos that meet the needs of our programs and campaigns.
- **Stay Updated:** Keep current with video trends, tools, and technologies to consistently innovate and improve the impact of our visual materials.

**Qualifications:**

- 2-5 years of social media video experience in a corporate, campaign or non-profit setting.
- Expert in all things TikTok, Reels, Shorts, and whatever the newest and greatest platform is of the movement.
- Ability to work under tight deadlines and manage many projects at once.
- Excellent communication skills and ability to present video concepts clearly and take feedback and edits in stride.
- Willingness to step in front of the camera for explainers preferred.
- Experience collaborating with social media influencers and creating an influencer outreach strategy strongly preferred.
- Travel and night/weekend flexibility for shoots, event coverage, and rapid response required.
- Attention to detail and a passion for video excellence.

- Familiarity with the labor movement and/or a passion for helping to build worker power.

**Salary:** \$99,663.25

**Apply here:** <https://aflcio.exacthire.com/>

*Equal Opportunity Employer*