

Digital Communications Specialist | Job Description

The Washington State Labor Council, AFL-CIO (WSLC) seeks a passionate, innovative labor communicator with a focus on social media and video production to join the WSLC Communications Department. Along with the Communications Director, this position supports both the WSLC's organizational communications and the WSLC's nonprofit labor newsite *The STAND*.

About the WSLC

Widely considered to be the "voice of labor" in our state, the WSLC represents and provides services for hundreds of local unions throughout Washington state. The WSLC is the largest labor organization in our state, with more than 600 local unions affiliated with the WSLC, representing approximately 550,000 rank-and-file union members. You can learn more about the WSLC at wslc.org.

Responsibilities

- Manage all social media platforms for the WSLC (Instagram, Twitter/X, Facebook, LinkedIn) and *The STAND* (Twitter/X, Facebook)
- Expand social media reach to new platforms for the WSLC (e.g. TikTok)
- Develop social media content in collaboration with the Communications Director
- Support the Communications Director in gathering daily news clips for *The STAND*
- Format and send the daily email from *The STAND*
- Track and visualize data from Action Network, other CRMs
- Assist with video production and graphic design for WSLC programs
- Join and document labor actions and events for social media and *The STAND*
- Provide communications support for WSLC legislative, political, organizing, workforce development work and social justice work.
- Support the Communications Director at WSLC Events, including the annual Legislative Conference, annual Convention, and the WSLC's political endorsing convention, COPE

Required qualifications

- Passion for using social media as an organizing tool to build worker power
- Experience creating, editing, and curating social media content, with an emphasis on video content
- Minimum of two years experience in labor, political, or community organizing communications, or similar
- Commitment to the labor movement's foundational value of solidarity and dedication to building an anti-racist labor movement welcoming to all workers

Preferred skills and experience

- Experience using CRMs (Action Network, VAN, or other)
- Experience with Wordpress or similar.
- Confident writer and editor
- Collaborative thinker
- Able to work independently and prioritize tasks effectively

- Curious mind and interest in building new skills

A Note to potential candidates

Studies have shown that women, trans, non-binary folks, and Black, Indigenous people, people of color (BIPOC), are less likely to apply for jobs unless they believe they meet every single one of the qualifications as described in the job description. We are committed to building a diverse and inclusive organization and are most interested in finding the best candidate for the job. That candidate may be one who comes from a background less traditional to our field of work, and that's okay. We would strongly encourage you to apply, even if you don't believe you meet every one of the qualifications described.

Terms of employment

The Digital Communications Specialist is part of the administrative staff of the WSLC and, as such, is part of the collective bargaining agreement between the WSLC and the Office and Professional Employees International Union, Local 8. The contract provides excellent wages, medical care, including dental and vision, vacation and holiday leave, and a defined benefit pension plan, along with an employer - matched savings plan. Salary range for this position is \$85,000 - \$92,000 per year.

This statewide position is full-time, salaried, and is subject to irregular work hours – including late nights, weekends, and holidays – based on organizational needs.

Process and Start Date

Please submit the following materials to Willa Kamakahi, WSLC Executive Assistant to the President at wkamakahi@wslc.org:

- 1) Formal letter of interest, explaining your interests in and qualifications for the position
- 2) Resume with three (3) references
- 3) Three (3) samples of your past communications and digital work; Samples of past work with preference for a range of media (visual, written, etc)

The start date for this position is as soon as possible and the position is open until filled.

The WSLC is an equal-opportunity employer. Black and Indigenous people, people of color, immigrants, women, LGBTQ+ folks, people with multilingual skills, disabled folks, and veterans are strongly encouraged to apply.