

Social Media Organizer Special Projects

Concerted Action is a leading digital organizing consulting firm serving labor unions and advocacy non-profits. We specialize in generating meaningful interaction with members and supporters, recruiting new supporters and converting supporters to activists, members, and leaders. The Social Media Organizer – Special Projects will work with Concerted Action staff and clients, with special attention to and responsibility for one major client. This work will primarily support the workplace organizing efforts that client. This position will work on one the most innovative and important new organizing campaigns in the labor movement.

Description of Duties

- Support the workplace organizing efforts of our client by using powerful digital organizing strategies
- Produce paid and organic social media
- Produce written campaign content, including social, email and SMS
- Expertly deploy digital organizing tools and technologies
- Contribute to client's campaign planning
- Producing reports on social media and digital ad performance
- Work with digital, communication and/or organizing teams
- Other duties as assigned

Qualifications and Skills

- Demonstrated experience using digital tools on workplace organizing campaigns
- Demonstrated experience writing campaign content including project plans, advocacy emails, newsletters, online actions, social media and related content
- Experience with digital advertising and the day-to-day management of social media accounts on platforms such as Facebook, Twitter, LinkedIn, Instagram, Reddit, and TikTok
- Google Ads and Analytics familiarity
- Knowledge of email ladders and the ability to construct multi-layered follow up messaging
- Experience leading/developing SMS or P2P SMS campaigns a plus
- Excellent verbal and written communication skills
- Demonstrated ability to be flexible and able to adapt quickly to meet project needs
- Self-motivated and pro-active with project recommendations
- Experience with the labor movement is required
- 5+ years relevant work experience

Position Type & Compensation

- This temporary position has a start date of no later than August 8th and will conclude on December 31, 2022.
- Remote/work-from-home
- \$28 per hour with prorated health benefits, approximately 20 hours per week
- This position is included in a union-represented collective bargaining unit, and specific terms and conditions of employment are subject to collective bargaining.

Apply at jobs@concertedaction.consulting.