



### **Social Media Coordinator**

The International Brotherhood of Teamsters (IBT) is America's largest, most diverse union. In 1903, the Teamsters started as a merger of the two leading team driver associations. These drivers were the backbone of America's robust economic growth, but they needed to organize to wrest their fair share from greedy corporations. Today, the Union's task is exactly the same.

The Teamsters are known as the champion of freight drivers and warehouse workers, but have organized workers in virtually every occupation imaginable, both professional and non-professional, private sector and public sector.

The Strategic Initiatives Department oversees the Teamsters' communications, strategic research, economic analysis, and capital strategies as well as the Teamsters History Project. Strategic Initiatives provides essential resources to Teamster affiliates to succeed in organizing, public relations and contract campaigns, expand audience reach and improve messaging and public perception of the Teamsters.

The **Social Media Coordinator** is responsible for web and social media communications, including website development, social media strategy, and digital content development and management. The Social Media Coordinator position is based in Washington, DC, and is required to work in the headquarters.

#### **DUTIES, RESPONSIBILITIES AND MAJOR TASKS**

- Responsible for developing web and social media communications, including daily posts, content calendars, engagement, metrics, and paid social media ads.
- Drafts, edits, and posts content across all social media platforms.
- Monitors comments across all IBT social media and web platforms and respond in a timely matter.

- Contributes to creating blogs, graphics, and other online content.
- Manages, plans, and executes livestreams.
- Generates increased traffic to the Teamster website.
- Reviews and keeps up with social media trends and best practices.
- Generates regular reports that show engagements and growth in online communities.
- Manages and supervises the daily and weekly workflow of the social media team.
- Assists with interviewing, hiring, evaluating, and managing department web personnel.
- Manages all web communications, including site development, strategy, and content management.
- Trains local union leaders and staff in web usage and site development.
- Writes articles for the Teamster magazine and other union publications, as directed.
- Works with all Teamster divisions, departments, local unions, and joint councils in assisting with web-related needs.
- Works with graphic design staff to create web materials as need arises.
- Travels to various Teamster events to cover all communication needs.
- Attends meetings and seminars related to the Teamster website.
- Performs all other duties and responsibilities as related to the position and assigned by the Director, Strategic Initiatives Department, or designee.

### **EDUCATION & EXPERIENCE**

- Bachelor of Arts degree required.
- Three years' public relations, journalism, political, and/or web experience required.
- Three to five years' experience as a journalist, preferably in a trade union or political environment, required.
- Labor union experience preferred.

Starting salary range is \$55,000 - \$60,000, plus FICA reimbursement, 100% employer-paid health & welfare plan, pension, optional 401(k), FSA, and vacation & sick leave.

To apply, please submit a cover letter and resume to Yvette Robinson at [yrobinson@teamster.org](mailto:yrobinson@teamster.org), Subject: "Social Media Coordinator position." No phone calls, please.

The IBT is an Equal Opportunity Employer, and strongly encourages women, people of color, LGBTQ individuals, and candidates with diverse backgrounds and life experiences to apply.