



### Web Designer

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 **Web Designer** oversees all web design, including website development, social media strategy, digital content development and management, preparing materials for the web, website marketing, e-activism, and new technologies integration. The Web Designer position is based in Washington, DC, and is required to work in the headquarters.

### DUTIES, RESPONSIBILITIES AND MAJOR TASKS

- Responsible for managing all web design and user engagement.
- Creates new looks and templates, bringing modern edge and design sense to a heritage brand.
- Creates a robust portfolio spanning branding, product launches, and subscriber recruitment in multiple formats.

- Designs modern and stylish e-mails, social media, and onsite ads that resonate with members.
- Codes designs into responsive, error-proof HTML e-mail templates that make it easy for readers to engage with the union.
- Maintains necessary design and processes to ensure campaigns are deployed on time and without errors.
- Troubleshoots code to render e-mail in all major e-mail clients and devices.
- Prepares and posts daily content to the web.
- Monitors web platforms and responds to comments and requests in a timely manner.
- Contributes to creating blogs, graphics, and other online content.
- Manages, plans, and executes livestreams.
- Generates increased traffic to the Teamster website.
- Generates regular reports that show engagements and growth in online communities.
- Manages all site development, strategy, and content management.
- Trains local union leaders and staff in web usage and site development.
- 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.
- 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.
- Knowledge of leveraging social media platforms (Facebook, Twitter, Instagram, YouTube, etc.) for progressive campaigns required.

- Three to five years' working in web design required.
- Experience with industry standard design software (Figma, Sketch, Adobe Photoshop) required.
- Fluent in HTML/CSS and Wordpress, hand-coding skills.
- Proficient in JavaScript.
- Experience with social media management tools preferred.
- Experience in a labor union environment preferred.

Starting salary range is \$75,000 - \$82,000, 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: "Web Designer 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.