

## **Social Media Manager**

The United Federation of Teachers, an 195,000-member union of New York City public school educators and other professionals, seeks an experienced social media manager who is knowledgeable about the current issues facing NYC public schools and has proven experience using social media to activate people in support of a cause or issue. The social media manager will be responsible for overseeing the UFT's social media accounts and helping to develop the social media dimension of broader union campaigns to engage, mobilize and inform UFT members.

### **How to apply:**

Send a resume, a cover letter and samples of your issue-oriented social media work to [www.uft.org/social-media-job](http://www.uft.org/social-media-job). No resumes will be considered without a cover letter.

Candidates must be willing to report in person to the union's Manhattan headquarters at least three days a week and be available on evenings and weekends to do time-sensitive work remotely when it cannot be scheduled in advance.

### **Responsibilities:**

- Manage the UFT accounts on Facebook, Instagram, X (formerly Twitter), LinkedIn and TikTok and supervise the work of the social media specialist and the social media member-engagement specialist.
- Create social content in collaboration with the graphic designers, the social media specialist and other union staffers.
- Help plan and organize the social media component of the union's issue campaigns and event promotion. As part of that work, develop and maintain content calendars.
- Serve as the point person for the firm that produces the union's paid social ads.
- Manage the union's response to people who comment on the union's posts or send direct messages to its social accounts.
- Manage and update a repository of social media graphics and help prepare related online petitions and email campaigns targeting elected officials.
- Help write related emails with shareable social graphics and click-to-tweets.
- Help conceive and implement click-to-calls, text messages and petitions to put pressure on elected officials.

- Manage partnerships with internal stakeholders, other unions and partner organizations to expand the reach and impact of the union's campaigns and initiatives on social media.
- Oversee the union's official social media policies and make sure they are updated when necessary.
- Work with the social media specialist to ensure the union's satellite accounts have the content and support they need so that information is accurate and consistent across all accounts.
- Lead three meetings a week with a group of staff to discuss social media work and hold a weekly meeting with the graphics director.
- Support the union's Retired Teachers Chapter Facebook group.

#### **Qualifications:**

- Knowledgeable about the issues and battles in public education in New York City.
- Ability to create compelling and creative social content to advance issue-oriented campaigns.
- Excellent writing, communication and proofreading skills.
- Ability to provide clear creative and message direction in briefs to the graphics team.
- Well-versed in digital organizing tools and willing and able to learn how to use the union's digital tools.
- Knowledgeable about best practices for social media and digital trends, including, but not limited to, creating dynamic call-to-action messaging, using infographics and differentiating content for each platform.
- A track record of using social media analytics to drive future decision-making and strategy.
- Ability to navigate sensitive and complex topics affecting UFT members.
- Experience handling questions and complaints that arrive in comments and direct messages.

#### **Experience/Education**

- Bachelor's degree required, preferably in liberal arts.

- At least five years of full-time professional experience in social media, with at least three years' experience managing a social media team, preferably for a labor union, nonprofit membership organization or advocacy group.
- The ideal candidate will have some experience as a New York City public school educator.

**Salary:** \$90,000-\$105,000, depending on experience.