

Communications Specialist for Online Organizing and Member Engagement

The opportunity:

SEIU Healthcare 775NW is a cutting-edge labor union representing 43,000 long-term care workers in Washington and Montana. We are seeking an experienced on-line organizer with the strategic sense, campaign experience and creative moxie to do things differently. We want you to lead our effort to build member relationships and power through shrewd organizing, online participation and social networking strategies.

Send resume and cover letter to: jobs@seiu775.org

Responsibilities:

- Develop an online influence strategy that grows the number of participants members engaged in union campaigns and our participation in the movement for social and economic justice.
- Increase the effectiveness, reach and level of member participation in online engagement and social networking tools.
- Use all available online, metric tools to continuously analyze, assess and develop recommendations for all online, social network and new media strategies.
- Create and edit engaging, creative and accurate content.
- Develop strategic, design and technical applications for our new media and social networks, including websites, Facebook, Twitter, iTunes, YouTube, and computer and smart phone applications.
- Provide leadership in developing a culture of online activism among officers, members and staff.

The ideal candidate will have the following qualifications and experience:

- Broad understanding of present and emerging online and new media technologies, and a passion for innovation that will incorporate these technologies into the daily activities of union leaders and staff.
- Record of accomplishment in online communications, marketing and engagement organizing.
- Experience building a culture of online participation.
- Bachelor's Degree in digital media, communications or related field.
- Two years experience in online organizing, social networking or electronic communications.
- Personal commitment to the mission and goals of SEIU Healthcare 775NW is a requirement of this position (see www.seiu775.org and www.seiu.org).
- Experience in Microsoft Office, web-based authoring tools, web conferencing, Final Cut Pro, layout and video editing software is a plus.
- Examples of online writing and design work will be required at interview.

SEIU Healthcare 775NW is committed to providing staff development opportunities and resources. We recognized that the majority of communication specialist's skill development happens through on the job experience, especially in the first year of employment.

Compensation:

Salary and benefits set by collectively bargained contract; pay ranges \$39,050 to \$50,200 (actual offer based on experience). Benefits include fully employer-paid family health and dental benefits, fully employer-paid defined benefit SEIU pension, generous leave package, car and gas allowance, cell phone allowance and more.

Position is based in Seattle, WA metro area.

How to apply:

Submit cover letter, resume with salary history, three references with contact information to: jobs@seiu775.org.
Please reference "Communications Specialist" in your subject line.

See www.seiu775.org for more information.