

GREAT RIVER AREA LABOR FEDERATION FIELD & COMMUNITY ENGAGEMENT COORDINATOR

Position Description

The Field Coordinator is responsible for implementation of all AFL-CIO activities and programs to advance labor's agenda, working under the guidance and supervision of the Area/Regional Organization's President. He/She will also work closely with the members of the Executive Board and the staffs of both the State and National AFL-CIO.

The Field Coordinator's priority assignment will be to develop and enhance labor mobilization throughout the organization's jurisdiction. The Coordinator's role will be to train, organize, and motivate leaders to help build the Area/Regional organization and its Chapters into self-sustaining organizations, as opposed to personally performing the mobilization work that the organization and its affiliates are responsible for on an ongoing basis.

PROGRAM PRIORITIES INCLUDE:

- **Building Participation in All Organization Priority Activities.** Working with unions and community allies, the Coordinator will increase participation in labor-to-labor walks and phone banks, rallies, marches, meetings, and other events. The Coordinator will develop new mobilization structures, and enlarge existing ones, to expand labor's ability to create larger, more creative, and more strategic member turnout for legislative, political, organizing, and solidarity actions.
- **Building a Strong Political Program.** The Coordinator shall assist in developing the Area/Regional Organization, especially with respect to expanding labor's political power. The Coordinator will work directly with Chapters of the Area/Regional organization and affiliates to implement these plans. This includes moving elected officials toward understanding and directly supporting organizing. The Coordinator will work with and train affiliates in developing workplace mobilization structures, e-activist networks, regular newsletters, and other communications systems to better educate and activate union members in support of endorsed candidates and issue campaigns. The Coordinator will, as necessary, conceptualize and construct campaign plans including the drafting of the campaign budget, work plan, and overall timeline. The Coordinator will also oversee overall campaign operations, while coordinating the integration and assignment of the organization's resources for simultaneous campaigns.
- **Building Support for Affiliate Organizing.** The Coordinator will assist area unions wherever possible in achieving their organizing goals. The Coordinator will work with area leaders to develop an organizing assistance plan that supports both local organizing and the goals and objectives of National AFL-CIO Voice@Work program. The plan will include such components as: developing leverage through political, faith group, and other community allies; training for volunteer organizers; creating an organizer's roundtable; facilitating sharing of resources for home visits; building a pool of multi-language organizers; and other activities that show support to the affected workers.
- **Coalition and Relationship Building in the Community.** The Coordinator will facilitate the development of closer ties and effective working relationships between labor leadership and like-minded community organizations and faith groups. The Coordinator will support the work and expansion of existing ongoing labor-faith-community coalitions, and will assist the organization in building new permanent coalitions where none currently exist.
- **Maintain and Expand Web Presence.** The Coordinator will maintain the Area/Regional Organization's social networks, website, and email list server. The Coordinator will be responsible for regular emails, and maintenance of list servers for the Area/Regional Organization's committees. The Coordinator will create a plan to increase the size of our social networks, as well as create new media content for our campaigns.

WEEK-TO-WEEK RESPONSIBILITIES INCLUDE:

- **Building a Volunteer Base and Communication Network.** The Coordinator manages and regularly updates the database(s) for outreach to unions, community allies, and individual volunteers, and works to expand it. From the database(s), he/she creates, maintains, and makes distributions to social networks and broadcast e-mail lists, serving the Area/Regional Organization.
- **Coordinating Events.** The Coordinator often coordinates labor-to-labor walks, rallies, pickets, phone banks, marches, and more. The Coordinator must build turnout, assist in agenda preparation, and make sure numerous logistical details are attended to.
- **Media and Publications.** The Coordinator works with leaders and with staff from the State and National AFL-CIO to make sure that op ed columns and letters-to-the-editor are written and published, radio and TV interviews granted, arranging for interviews and enlisting appropriate leaders during various struggles and activities.
- **Financial and Reporting Responsibilities.** The Coordinator will prepare and submit detailed weekly activity reports to the Area/Regional Organization President and a designated National AFL-CIO staff member. He/She will be responsible for accounting to the Area/Regional Organization's President and the financial officer for all program related expenses incurred. The Coordinator will maintain their space in the Area/Regional Organization's office in an organized, efficient, and cleanly manner. The Coordinator will identify potential sources of external funding for the Area/Regional Organization, and will assist in applications and solicitation as needed. The Coordinator, along with the President and financial officer will establish and maintain accountability procedures for various campaigns.
- **Building Affiliation.** Working with the President and the Executive Board, the Coordinator will help plan and assist in increasing the organization's affiliation. As requested, the Coordinator will also assist in increasing affiliation with the State Federation.

NECESSARY SKILLS:

- The Coordinator must have a commitment to the labor movement and an understanding of labor's goals. He/She is encouraged to be a Union member or become a member and remain so while employed by the Area/Regional Organization. He/She must be able to advance projects and programs that convey these goals by working with a diverse range of union leaders, members, and community activists in high-pressure situations and under difficult deadlines. The Coordinator must direct the activities of a large organization while following the priorities and work plan set by elected leaders, working independently and demonstrating sound political judgement.
- Excellent verbal communication skills are essential, including the ability to interact successfully with individuals from widely diverse ethnic, racial, age, gender, educational, occupational, and socio-economic backgrounds. Required written communication skills include the ability to produce newsletters, leaflets, basic phone and walk scripts, work plans, and project reports. Specific training and/or demonstrated experience in preparing for and conducting media events and managing relationships with media outlets is necessary.
- The Coordinator must have a valid driver's license, continuous use of a safe working vehicle, automobile liability insurance, and be willing to travel throughout the organization's jurisdiction on a regular basis. Occasional travel to other parts of the state and/or out-of-state may be necessary. Overnight travel will be infrequent, but may be required. Long work hours, some holiday work, and frequent participation in evening and weekend activities are required, and attendance at early morning events will be expected.

- Computer skills are required, including knowledge and extensive use of e-mail, MS Word, the Internet, Excel, SALSA, LAN/VAN, and social media, with a working knowledge of PowerPoint and Access.

Other experience, skills, and qualifications needed include:

- Successful Union and/or community organizing;
- Work mobilizing groups and individuals;
- Ability to create and facilitate strategic planning;
- Organizing events;
- Recruiting and retaining volunteers;
- Training of adults;
- One-on-one communication expertise;
- Group speaking ability;
- Research expertise;
- Hands-on political campaign experience;
- Grassroots legislative campaign and/or lobbying experience;
- Flexibility and highly adaptive to changing work needs and environment;
- Physical ability to lift moderately heavy objects, and to stand, sit, and drive for extended periods;
- Experience working successfully over a long term in high-pressure environments;
- Demonstrated ability to resolve conflicts while maintaining important relationships;
- Demonstrated ability to work effectively and diplomatically in politically sensitive situations;
- Effective time management skills, including prioritizing and managing multiple tasks;
- Demonstrated experience in developing campaign and personal work plans and goals;
- Experience reading and using qualitative and quantitative research (e.g. polling and focus groups) as well as microtargeting/modeling to inform campaign strategy;
- Expertise in working with young workers and developing young worker groups;
- Willingness to sign and honor an agreement protecting the integrity of union and partner data;
- Bachelor's degree preferred with a minimum of 5 years of campaign experience coordinating all aspects of issue, organizing or political campaigns including demonstrated success as a Field Coordinator or Campaign Manager.

ADDITIONAL PREFERRED EXPERIENCE & SKILLS:

- Work with union leaders and members in political campaigns;
- Organizing and directing walk canvasses;
- Bilingual speaking;
- Fundraising;
- Grant writing;
- Financial management and use of financial software;
- Desktop publishing.

Benefit Information

- Vacation: Two weeks per year, eligible to be used after 90 days of employment.
- Sick Days: One sick day is earned each month, eligible to be used after 90 days of employment. Vacation time can be rolled over and used in the following year, but it must be used by June 1 of the following year. Sick days can also accrue from year to year without expiration, but they cannot be cashed out when employment is terminated.
- Probation: There is a six month probationary period with a monthly review process.
- Holidays:
 - New Year's Eve
 - New Year's Day
 - Good Friday
 - Memorial Day
 - Independence Day
 - Labor Day (due to the nature of the position you may be required to work Labor Day, but you can take the holiday another day.
 - Day after Thanksgiving
 - Christmas Eve
 - Christmas DayIf the Holiday falls on a Saturday it will be observed on Friday, If the Holiday falls on Sunday it will be observed on Monday.

DIVERSITY & EQUAL OPPORTUNITY:

The organization is an equal opportunity employer that actively seeks to build diversity among our officers, staff, and members. Women, people of color, LGBTQ, Veteran, and disabled individuals are fully respected and encouraged in this position and in all opportunities with the organization.

