

POSITION DESCRIPTION: **MEDIA PRODUCTION SPECIALIST**

Introduction: The Michigan AFL-CIO is a non-profit federation of labor unions representing over 1 million working Michiganders and is seeking to hire an experienced media production specialist. This position will report to the Communications Director of the Michigan AFL-CIO and work in conjunction with the Michigan AFL-CIO and its various departments and divisions.

Duties and Responsibilities:

- Spearhead media and video production operations for the Michigan AFL-CIO and its nonprofit divisions including the Workforce Development Institute, Michigan AFL-CIO Advocates, and the Labor Foundation.
- Conceptualize, produce, and edit striking video content that advances our programming and messages.
- Collaborate with the campaigns department and Digital Director to produce and deliver digital video ads for the 2024 cycle.
- Under the direction of the Chief of Staff and Communications Director, produce long-form video content for a variety of large projects and events.
- Stay informed and updated on the latest trends in video production and content-sharing platforms including but not limited to Meta (Facebook and Instagram), Twitter, Youtube, TikTok.
- Collaborate with Michigan AFL-CIO Advocates to support our legislative agenda with engaging video content for paid advertising and social media.
- Collaborate with the Workforce Development Institute to shoot and edit video content around current and emerging programs, events, and marketing initiatives.
- Provide video support at Michigan AFL-CIO and affiliated events including but not limited to media events and press conferences, conventions, rallies, etc.
- Provide video production services to affiliated labor unions to support their media goals.
- Other duties as assigned.

Qualifications:

- A bachelor's degree is required in media production, public relations, marketing, journalism, English, creative writing, public policy, or a closely related field.
- 5+ years (or 2+ cycles) of experience in video and media editing and production.
- High proficiency in editing software such as Adobe Premiere / Final Cut is required.

- High proficiency and technical knowledge of production equipment, audio, video, lighting, etc. is required.
- Wealth of experience producing and editing a range of video content including digital ads, to-camera interviews, longer-form narrative videos, and/or documentaries.
- Experience in branding and marketing is a plus.
- Familiarity with and commitment to the labor movement and an understanding of labor's goals is required.
- Strong time management and organizational skills are required, including a demonstrated ability to independently manage and prioritize multiple tasks and projects in high-pressure situations and under difficult deadlines.
- Excellent communication skills are required, including the ability to quickly synthesize and distill complex information into concise, impactful public-facing video content; the ability to communicate with and on behalf of individuals from diverse ethnic, racial, age, gender, educational, occupational, and socio-economic backgrounds; and the skills necessary to produce video content effectively in a fast-paced, high-pressure environment with short deadlines.
- Computer skills are required, including knowledge and extensive use of e-mail, Zoom, Teams, Google Meet, Microsoft Office, and Google Drive.
- A valid driver's license, continuous use of a reliable vehicle, automobile liability insurance, and willingness to travel.
- 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 calls or events will be expected.

Compensation: \$55,000 - \$65,000 salary with negotiation possible for extraordinarily qualified applicants.

The Michigan AFL-CIO offers a competitive benefits package.

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Diversity & Equal Opportunity

Our organization is an equal-opportunity employer, and we actively seek to build diversity among our officers, staff, and members. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law. Women, people of color, LGBTQ, veterans, and disabled candidates are encouraged to apply.

Organization

The Michigan AFL-CIO is a non-profit federation of more than forty labor unions that represents over 1 million working people across Michigan. Our mission is to improve the lives of working families—to bring economic justice to the workplace and social justice to our state and the nation. Employees of the Michigan AFL-CIO may work in collaboration with one, or all, of our affiliated nonprofit organizations in the Federation including:

Michigan AFL-CIO Workforce Development Institute: our affiliated 501(c)(3) nonprofit organization established to combat economic and environmental injustice by connecting the unemployed or underemployed with the training and resources necessary to find gainful employment and transition Michigan to a cleaner, greener economy.

Michigan AFL-CIO Labor Foundation: our affiliated 501(c)(3) charitable nonprofit organization established to combat economic and social injustice by connecting the working people with resources within Michigan's charitable, educational, and legal systems.

Michigan AFL-CIO Advocates: our affiliated 501(c)(4) non-profit organization was established to unite labor leaders, policymakers, and the general public to educate and advocate around policies, programs, and projects that can bring economic justice to the workplace and social justice to communities across Michigan.

Job Type: Full-time

Pay: \$55,000.00 - \$65,000.00 per year

Benefits:

- 401(k)
- 401(k) matching
- Dental insurance
- Flexible schedule
- Health insurance
- Life insurance
- Paid time off
- Vision insurance

Schedule:

- 10 hour shift
- 12 hour shift
- 8 hour shift
- Weekend availability

Work Location: Hybrid remote in Lansing, MI 48933