



JOB POSTING

Digital Organizer

Full-Time Term Position

The Service Employees International Union (SEIU) is an international labour organization of millions of members uniting workers in three industry sectors to improve their lives and the services they provide. SEIU-West is one of five locals in Canada and is dedicated to serving the needs of over 13,000 SEIU-West members in Western Canada.

Department: Organizing (Saskatoon)

FTE: 1.0 FTE

Status: Full-time, 12-month term with the possibility of extension

Salary: The salary range is \$73,236.44 to \$84,633.86 per annum (Field Staff 1).

Essential Nature of the Work:

Are you interested in union organizing among non-union workers, and building power to drive social change using digital tools?

Rather than a traditional communications role, the Digital Organizer is first and foremost focused on organizing and empowering non-union workers to fight for and win their union. The incumbent will use their knowledge of current social media trends and apply them to new member organizing campaigns, including implementing effective messaging techniques, managing follow-up, and leveraging online social media engagement to offline action. The incumbent shall coordinate with department staff, organizers, and worker leaders inside target facilities and across industries to obtain successful outcomes to organizing campaigns as well as generating new leads for future campaigns.

Under the direction of the Organizing Director (or designate), the incumbent shall work with department staff to implement the adoption of digital organizing tools to generate new organizing leads in key target industries, run digital campaigns related to new-member organizing drives, and facilitate skill building opportunities for SEIU-West members related to digital skills and tools. Reporting to the Organizing Director, the incumbent will work collaboratively to develop and roll out digital organizing campaigns that engage non-union workers, existing SEIU-West members, members of the public, and potential coalition partners, with the goal of organizing new members. The incumbent will assist in training, supporting, and mentoring workplace leaders and existing SEIU-West members in the use of digital tools for social media posts. They will help elevate worker voice in SEIU-West's social media presence as well as oversee all aspects of the union's social media presence that relates to new member organizing.

The incumbent shall work with community allies, other staff, and members with the goal of achieving greater union density across SEIU-West's jurisdiction using digital campaign tools. Possessing a strong sense of the fundamentals of how to build a public support campaign and applying it to union organizing, the incumbent will work towards building a movement among workers towards forming a union with their coworkers. The capacity to move workers from online engagement to offline/in person engagement is key to success in this role.

In addition, the incumbent will be required to work on external organizing campaigns, including house visits, card-signing and conducting in-person meetings across SEIU-West's jurisdiction.

Qualifications:

- Capacity to work as part of a team with other department staff on organizing campaigns
- A bachelor's degree in Communications, Marketing, Labour Studies, Political Science or History (or related); two years' experience working with digital tools in social justice movements, ethnocultural associations, Indigenous organizations, as well as within the broader labour movement; or a sufficient combination of education and experience to complete the duties of the position in an exemplary manner.
- Experience working with the Microsoft suite of products
- Experience in the labour movement is an asset
- Demonstrated photography/videography skills with the capacity to train others
- Ability to build, maintain and upkeep data systems that include lists, maps and documents related to organizing campaigns and other department work
- Demonstrated skills to learn organizing platforms and software such as ActionBuilder, ActionNetwork, CallHub, NationBuilder, etc.
- Deep understanding of social media platforms like Tik Tok, Instagram and Facebook with a strong grasp of current trends on those platforms
- Deep understanding of how to build online social movements
- Demonstrated capacity to move people from online to offline engagement
- Demonstrated familiarity with labour union politics and history
- Demonstrated capacity as a leader
- Must possess a valid driver's licence and a reliable vehicle
- Eligibility to hold a valid passport and travel internationally
- Demonstrated commitment to social justice

Skills & Abilities:

- Ability to conduct digital, telephone, text-based, and door-knocking campaigns
- Ability to hold "in-take" conversations with workers with guidance from the Organizing Director
- Ability to manage follow up with workers in the "in-take" stage and during organizing campaigns
- Ability to involve and motivate workers and team members
- Strong personal planning and time-management skills
- Punctual and reliable
- Ability to work long, irregular hours, including weekends and holidays
- Ability to regularly travel throughout SEIU-West's geographical jurisdiction based on campaign needs
- Ability to work with people from diverse backgrounds and cultures
- Ability to maintain working relationships with, and provide support to, members and other staff
- Ability to educate worker leaders in identifying workplace issues with a problem-solving focus
- Ability to communicate effectively
- Ability to utilize social media applications, including Facebook, Instagram, and TikTok
- Ability to work with an in-house database and web-based programs
- Motivated self-starter able to work effectively with a minimum of supervision
- Ability to work independently and as part of a team, as required
- Ability to exercise discretion and independent judgement
- Ability to multitask and organize time efficiently
- Ability to handle difficult situations with tact, composure and dignity

- Willing to engage in training, including from the International Union in the United States, on a regular basis

Terms and conditions of employment, including salary, are governed by the collective agreement between SEIU-West and USW Local 5917. Please apply no later than **5:00 p.m. June 25, 2025**, to:

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