



Title: Director of Membership Growth and Organizing
Department: Organizing
Category: M/C
Salary: To Be Determined
Date: May 6, 2022

This position will support NYSUT and our affiliates in the development and growth of our membership. Particular emphasis will be placed on the use of data and organizing strategies to identify, recruit, retain and grow NYSUT's membership.

NYSUT- Who are we?

NYSUT is a statewide labor organization affiliated with more than 1,200 local unions, each representing its own members. NYSUT is affiliated with two national unions, the American Federation of Teachers (AFT) and the National Education Association (NEA). NYSUT represents more than 600,000 people who work in, or are retired from, New York's schools, colleges, and healthcare facilities, including teachers, teacher aides and assistants, college and university faculty and professional staff, school bus drivers, custodians, secretaries, cafeteria workers, nurses, and other healthcare professionals.

Essential qualifications for the assignment:

- Demonstrated experience in successfully developing, implementing, and winning comprehensive organizing campaigns that have resulted in increased membership, leadership, and member engagement
- Demonstrated experience planning and implementing organizing blitzes including development of organizing rap, assessment questions, tracking tools and follow-up plans
- Demonstrated experience working on successful external/scratch organizing campaigns
- Demonstrated experience in organizing and leadership identification and development including skills in using data for targeting organizing campaigns
- Ability to build and maintain effective working relationships with staff and leaders
- Ability to effectively manage multiple priorities, time and financial resources
- Project planning and staff management skills
- Ability to speak and write with professional skill and authority
- Demonstrated use of sound professional judgment
- Willingness and ability to advocate for the membership and the goals of NYSUT

Primary job duties include, but are not limited to:

- Develop and deliver training to support and enhance staff and leader utilization of the NYSUT membership data management system
- Develop and implement reports and dashboards to have current and relevant data specific to individual locals, regions, constituencies and across similar locals
- Assist and support field staff in maintaining and growing membership in existing units
- Support field staff in developing and implementing local issue organizing campaigns utilizing the VAN or other data systems to pull relevant data and input data collected from the campaign
- Support field staff in developing and implementing local one-to-one relational building visits including collecting and recording relevant data
- Hold one-to-one conversations with local leaders about their training needs related to their organizing work
- Share responsibility with the CIO to build and maintain our membership information systems and relevant applications required for membership recruitment, retention and processing. Responsible for maintaining an organizational database of member interests, participation, and activism.
- Develop and implement NYSUT's internal and external Organizing program
- Direct and supervise staff assigned to the Organizing Department including the Manager of Organizing, organizers, and project staff as appropriate
- Develop an organization-wide organizing plan and programmatic budget that demonstrates an understanding of campaign messaging, proactive strategies, use of data and the ability to work with local leaders to implement such plan
- Create, develop, and lead a membership chair support system to include training and regular communications/meetings
- Work with the Director of Member Benefits to promote member benefits through membership growth efforts
- Work in a cooperative manner with the Director of Field Services and other Cabinet staff, management, board of directors and elected local leadership.
- Other duties as assigned

Why Should You Apply?

- Competitive salary and excellent benefits, including comprehensive medical and dental insurance plans, life and long-term disability plans, and retirement plans
- Generous PTO plan
- Work-life balance
- Collaborative and supportive work environment with a diverse group of experienced professionals
- Working within our highly respected organization provides the opportunity to make a meaningful difference in the lives of working people and provides the ability to be a proud part of the labor movement at the local, state and national levels

Interested? How to Apply:

Interested applicants should submit a cover letter and resume to HR@nysut.org June 10, 2022. Successful candidates will undergo a background and professional reference check.

Studies show that women and members of some minority groups are more likely to underestimate their qualifications for a position. Therefore, if you are interested in this job, we encourage you to apply even if you are unsure of how your skills and experiences align with the job responsibilities. NYSUT is committed to diversity in our workplace and welcome the opportunity to consider all candidates.

New York State United Teachers is a statewide labor organization affiliated with the American Federation of Teachers, NEA, AFL-CIO, Representing teachers and other professionals, school related professionals, higher education professionals, health care professionals and retirees.
www.nysut.org