



## Social Media

The Women in Economics Initiative (WiE) is looking for a professional and organised social media star to support the promotion of our events, content and outreach activities.

WiE was established to advance gender equality in the field of economics. Our goal is to encourage equal opportunity and balanced representation of genders in the economics profession across the academic, business, and public sectors.

As a WiE social media manager you will be responsible for overseeing the coordinated and timely publication of social media posts across our various platforms. **Social media promotion is essential to sharing our work and engaging a wider audience.** You will have the ability to combine creative and technical skills to creating and executing a social media strategy, with a good degree of creative freedom and autonomy.

As a social media manager, you will contribute **approximately 2 hours per week** to manage the WiE LinkedIn, Twitter, YouTube and Facebook pages in cooperation with existing WiE team members by:

- Developing a strategic social media plan for growing WiE's audience and membership base.
- Writing, scheduling, coordinating and publishing promotional posts for events, articles, advertisements and other WiE activities.
- Sharing relevant and constructive third-party material from organisations with similar goals to our own.
- Planning and covering live social media coverage of WiE events.
- Exploring new and interactive ways of engaging with our readers and social media followers.

We picture a social media manager to have:

- Strong and persuasive written communication skills.
- The ability to produce high-quality work both independently and collaboratively.
- Experience with, or express interest in, professional/organisational social media activities.
- Experience and/interest in economics and gender inequality issues.
- Native or high-level English abilities (C1+).

WiE welcome input from people of every gender, age, ethnicity, religion, sexual orientation, ability, background and sector. As a WiE member you will have the opportunity to connect and network with a number of successful young professionals in different industries and countries.

The Women in Economics Initiative e.V.  
Jahnstr. 5, 10967 Berlin | [info@women-in-economics.com](mailto:info@women-in-economics.com)



If you are interested in joining the WiE team as a social media manager send us an email ([info@women-in-economics.com](mailto:info@women-in-economics.com)). Please include an introduction of yourself, explanation of why you want to join WiE, a sample of visual designs you have created and your CV.

Please note that The Women in Economics Initiative is run entirely by unpaid volunteers and also this opportunity is an **unpaid volunteer position**.

We are looking forward to receiving your application or any questions you may have!

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