

Social Media Content Creator (Video)

The Women in Economics Initiative (WiE) is looking for a talented and organised social media star to support the promotion of our gender equality in economics through events, original 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 the creation and publication of social media posts across our various platforms. **We are especially looking for someone who is eager to drive our video content on Tiktok and Reels. 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 Instagram, Tiktok, LinkedIn, Twitter, YouTube and pages in cooperation with existing WiE team members by:

- Writing, coordinating, editing and publishing promotional posts for events, written content such as blogs, social media content by the team you'll belong to, advertisements and other WiE activities.
- Recording and editing video content together with other volunteers
- Cross-promote content on different channels by converting it into fitting formats such as podcasts, videos and / or feed posts
- Exploring new and interactive ways of engaging with our readers and social media followers, creatively working on the long-term strategy with your team

We picture a social media manager to have:

- Creative spirit and social media communication skills.
- The ability to produce high-quality work both independently and collaboratively.
- Experience with, or express interest in, different editing programs and our main social media platforms
- Experience with, or express interest in, professional/organisational social media activities.
- An interest in gender equality, feminism and intercultural initiatives
- Native or high-level English abilities (B2+)

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.

If you are interested in joining the WiE team as a social media manager send us an email (marina@women-in-economics.com). Please include a short introduction of yourself, explanation of why you want to join WiE, and your CV. **We encourage you to get creative in showing us your social media content, private and / or what you've done for other organizations, or any ideas you have for the WiE channels.**

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!