



Social Media Content Creator – The Women in Economics Initiative

The Women in Economics Initiative (WiE) is looking for a talented and organised social media star to support the promotion of gender equality in economics.

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. Social media promotion is essential to sharing our work and engaging a wider audience. You will have the opportunity to combine creative and technical skills, to create and execute 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 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-promoting content on different channels by converting it into fitting formats such as 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 having:

- 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 interest in, professional/organisational social media activities.
- An interest in gender equality, feminism and intercultural initiatives.
- Native or high-level English abilities (B2+).

WiE welcomes 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, we are looking forward to receiving your application via email (antonia@women-in-economics.com). Please introduce yourself, explain your interest in the role, and attach 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.

The Women in Economics Initiative e.V.
Jahnstr. 5, 10967 Berlin | info@women-in-economics.com



If you have any questions about WiE's work and this position, do not hesitate to reach out to us.

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!

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