

## How Women Lead Social & Digital Media Associate

### Organization Overview:

How Women Lead is at the center of the movement to disrupt antiquated, unequal systems by propelling women into even greater leadership roles and increasing opportunities for all women. We provide a platform for women to connect, learn, find purpose, and make an impact. By training and connecting diverse women executives from the corporate, public, and philanthropic sectors, How Women Lead enables women to become catalysts for change.

**Job Title:** How Women Lead, Social & Digital Media Associate

**Details:** Full-time, flexible hours, remote work

**Reports to:** Chief Operating Officer

**Overview:** How Women Lead is looking for a Social & Digital Media Associate Coordinator to help increase the immediate impact of digital marketing for the organization. Do you enjoy the full range of tasks associated with social and digital media from copy writing to graphic design and WIX website development to data analysis? Can you toggle between these disciplines without skipping a beat? This team member will be a critical part of our marketing team and will be able to move quickly to support important marketing and communication activities. This person will oversee website (WIX) maintenance to ensure a solid brand presence, up to date blog with strong SEO, and will help to ideate and deploy new content and areas on the website. This team member will collaborate with the team to develop and coordinate and deploy digital assets for email, website, and social media.

### Key Success Factors: First 12-18 Months

**Website (WIX) Guru:** By actively managing the websites, you have ensured the best content is getting in front of our audiences in a timely fashion. And by managing our blog copy and member emails, you have ensured our site is SEO friendly and that we show up on top pages in search.

**Social Media Maven:** With expert familiarity of main social platforms including Facebook, LinkedIn, Instagram and Twitter, you worked with the team to coordinate, develop and schedule content that reaches current and potential audiences and

supports our investment portfolio companies. You have a keen eye for design and have quickly created compelling visual content for social media, the website and email. You helped dramatically grow our presence on all social media platforms.

**Analytical Chops:** You have assessed data and provided thoughtful recommendations for social media and website content, and you will have delivered and presented monthly social reports to our marketing and leadership teams.

**Strong Collaborator:** You've contributed to the team as a producer, a doer, and idea person, a helper, and a cheerleader. You do what you say you're going to do, and ask for help when you need it.

#### **Education and Experience:**

- BA in marketing or communications related field, or have commensurate experience
- 2-3 years experience in digital marketing and communications
- Proficient in WIX and other website platforms.
- Experienced in social media platform management. At least 2 of the following: LinkedIn, Facebook, Twitter, and/or Instagram
- Know how to use Canva or other creation platforms

#### **How to Apply:**

To apply, please email your resume and cover letter to [talent@howwomenlead.com](mailto:talent@howwomenlead.com). Please write “SOCIAL & DIGITAL MEDIA ASSOCIATE - YOUR NAME” in the subject of the email. Only candidates who have been selected for an interview will be contacted.

How Women Lead is committed to diversity and practicing equal opportunity employment in recruiting and hiring. Qualified candidates from all backgrounds are encouraged to apply.