JOB DESCRIPTION – JOIN THE SQUAD!

TITLE: Social Media Coordinator
PART TIME: 15 hr/wk
LOCATION: Remote (ideal NYC)

Women in Soccer (WIS) is looking for a new social media coordinator! Our network of 3000+ passionate members is buzzing, and we need someone who can help support our community online. If you're a full-time freelancer, a college athlete, a rising media professional, and/or an advocate for marginalized communities, hit APPLY!

The social media coordinator is pivotal to deepening our engagement with our community, generating attendance for programming, and sharing the WIS brand voice which is welcoming, inclusive and reliable. This person should be comfortable finding creative ways of breathing more life into and amplifying our online presence and digital content. Here, content is defined as multimedia articles, blog posts, social posts, Slack posts, and event images and videos.

RESPONSIBILITIES OF THE SOCIAL MEDIA COORDINATOR INCLUDE:

- Create and contribute ideas for social media content to the head of content.
- Assist in writing, editing, scheduling and posting social media content differentiated across our focus social media accounts (LinkedIn, Instagram, Twitter) and our member engagement platform (Slack), including graphic design support.
- Grow the WIS following on social media in alignment with WIS priorities as an organization: increased professionalism, equitable hiring practices and investment.
- Potentially support the launch of a WIS TikTok.
- Support in executing 1 quarterly paid social media campaign across the WIS main social media platforms Instagram, Twitter, LinkedIn. (FB is connected to IG but it's v secondary at this point).

IDEAL CANDIDATE REQUIREMENTS INCLUDE:

- Flexible working hours: 10 hours used within the 11am-6pm EST "business day hours," 3 flex hours outside of EST "business day hours" to engage in industry content, and 2 hours to internal WIS strategizing meetings.

- Understand that WIS is rooted in the values of passion, inclusion, growth, grit, transparency and forward-thinking, and uphold them in your work ethic and your output.
- Confident in creating original content, voiceover content and incorporating your own voice into the energy of the brand.
- Ability to connect your social strategy to larger marketing and business goals.
- Ability to reshare or respond thoughtfully to breaking news relevant to WIS mission and values. The ability to comfortably post in real time at events like WIS member socials for networking.
- Proactive, eager to take initiative, willingness to learn, and flexible to work in a small, developing team.
- Ideal to have experience working in Canva, an eye for design and experience following a style/brand guideline.

The social media manager will report on a day to day basis to the Women in Soccer head of content and on a weekly basis to the managing director.

COMPENSATION, POLICIES AND VALUES

COMPENSATION PACKAGE AND PROCEDURES

- 15hrs / week @ $15 – $40 hourly range, negotiable based on experience
- $1500.00 professional development stipend – We care about investing in all of our employees. New in 2023, these professional development stipends are here to help every WIS team member invest in themselves, be it by covering a high-ticketed industry event, or multiple smaller investments.
- Semi-monthly pay on the 15th and 30th via check or direct deposit

ADDITIONAL OPPORTUNITIES WITH WOMEN IN SOCCER

As an organization set out to give more agency to people marginalized in the game of soccer we prioritize showing up at industry events and getting in on the action! All-expenses paid travel to industry events like the SheBelieves Cup, Women's International Championship Cup, Women's Cup, and/or the NWSL Championship Final while capturing content and gaining exposure with a press/media pass is something the social media coordinator will have the opportunity to take advantage of in select instances.

WIS FEEDBACK POLICY

WIS executes a semi-annual 360 degree review system for all team members (full and part-time contractors, and salaried employees). 360 degree reviews mean that every employee will review every other employee regardless of title. We believe that feedback is critical for success and growth!

WIS CORE VALUES

The Women in Soccer family (team) is rooted in and guided by our core values. They are the tools we lean on when we are leading, learning, collaborating, and networking. These values are here to support you (on the hard days, especially), so we encourage you to refer back to them!

INCLUSION: Uniting ALL types of women and marginalized folks is what makes WIS powerful. An inclusive culture gives us the freedom to be unapologetically ourselves and celebrate the diversity of our community. We will not tolerate any exclusionary language, commentary, or behavior on our platform.

PASSION: Whether we're supporting teammates on the field, cheering in the stands, or spearheading a meeting to get our fair share in pay, our passion carries us forward. Passion sustains our desire to use the game to elevate women.

ACTION: Taking action is at the heart of all progress. A key part of developing individually or as a culture is believing in the importance of action. This mindset is at WIS's core. Basically, we're proactive as hell, so if you're looking to create change you're in the right place.

GRIT: The willpower of the women's soccer community is what keeps us going. Championing gender equity isn't easy, but we'll never give up. This determination is why WIS will transcend a moment. We know hard work will create a culture that represents us all.

TRANSPARENCY: Being transparent can be hard, and as one of our favorite authors Glennon Doyle says, "We can do hard things!" Being transparent means communicating feedback thoughtfully, calling-in when a team member might have lost sight of their biases, slowing down to address a problem at its core, being sensitive to your own vulnerability and accepting of others' vulnerabilities, and being comfortable sharing openly.

FORWARD-THINKING: How we express our leadership, feedback, and ideas impacts those around us. We all value our individual time highly, so we do the same for our community by

thinking ahead about how our communication will impact one another. By being forward-thinking (you can also call this solution-oriented) about how our communication impacts the person exposed to it we can positively impact our communities productivity, well-being, and growth. Plus, we make working together pleasant and fun!

We believe every member of the WIS family deserves to be treated with care and consideration. Every team member (a.k.a. employee) is expected to understand our values and uphold our values when engaging with fellow HQ team members, WIS Expert, Community, Ally and Partner members, guests of virtual and live events hosted by WIS and while representing WIS at any industry events.

To apply to this position please send your resume to rachel@womeninsoccer.org and include “Social Media Coordinator Application” in the subject, or click below.

APPLY HERE