

## **JOB DESCRIPTION**

Women Political Leaders (WPL) is the global network of women politicians. Its mission is to increase the number and influence of women political leaders to achieve men-women parity. WPL is an independent, post-partisan, not-for-profit foundation based in Iceland, the world champion of gender equality. The WPL secretariat is very international and regularly works on projects with women Parliamentarians and Leaders around the world.

### **Social Media Coordinator**

WPL is looking for a Social Media Coordinator to join the Communications team with proven experience in the field.

#### **Key responsibilities**

Reporting to and under the guidance of the Director of Communications, the Social Media Coordinator will administer social media activities and visibility for WPL and its related activities.

The successful candidate will lead the dedicated Social Media team and colleagues in the organisation, working closely with the Senior Management on a variety of strategic initiatives.

For the purposes of clarification, the job entails community activities for the communities of WPL, the Reykjavík Global Forum, and the #Girl2Leader initiatives. More information can be found at <https://www.womenpoliticalleaders.org/> and <https://reykjavikforum.global>.

#### **Responsibilities**

Working in line with the organisation's direction, standards and to the best of their ability, the jobholder tasks include but are not limited to:

- Outline a social media strategy in line with the organisation's communications objectives, to increase brand awareness and increase engagement

- Study and characterise the company's target audiences and propose appropriate social media channels to secure brand and message penetration
- Develop online reputation and brand awareness for all activities of the organisation and its networks and sub-committees
- Define and manage social media content
- Create social media initiatives in cooperation with other directorates and in conjunction with traditional media activities
- Administrate the creation and publishing of relevant, original, high-quality content
- Ensure the implementation of an editorial content calendar for all communities, campaigns and events in a timely manner
- Form key relationships with influencers across the social media platforms
- Manage, stimulate engagement and facilitate social media communities by developing discussions
- Propose partnership strategies in line with partner agreements
- Oversee new website designs, layout, content and creation
- Create, curate, and manage all published content (images, video and written)
- Oversee design (ie: Facebook Timeline cover, profile pic, landing pages, Twitter profile, LinkedIn, etc.)
- Design (with creative design support), create & manage social media campaigns
- SEO (search engine optimization) and generation of inbound traffic
- Become an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate
- Define social media guidelines for the organisation and its staff and educate other staff on the use of social media (in-house roles) and promote its use within your company and communities
- Ensure regular measuring, analysis and report of the activities to line manager and the rest of the organisation
- Suggest regular review of social media strategy in line with upcoming social media trends to ensure higher impact and reputation of the organisation and its communities.

## **Qualifications / Skills**

- Hands on experience in writing good copy
- Hands on experience in content management
- Ability to deliver creative content (text, image and video)
- Experience in creating visual and video content

- Solid knowledge of SEO, keyword research and Google Analytics
- Knowledge of online marketing channels
- Familiarity with web design
- Excellent communication and interpersonal skills
- Analytical and multitasking skills
- Degree in Marketing or relevant field
- Excellent written and oral communication skills in English
- Project Management Certification is a plus

Successful candidates are not WPL employees, they have an independent status.

Candidates should send an email entitled *Social Media Coordinator Application* to [mail@wpleaders.org](mailto:mail@wpleaders.org) with a CV and letter of motivation (each no more than one page of A4), including the earliest availability to start.

Only shortlisted candidates will be contacted.

### **Personal data processing**

The personal information entered on the application forms is recorded in a computerised file. WPL will only process or use your data to the extent necessary for our recruitment.

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