



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 Brussels secretariat is very international and regularly works with women Parliamentarians and decision-makers around the world.

WPL is committed to achieving workforce diversity in terms of gender, nationality, and culture. Individuals from minority groups, indigenous groups, and persons with disabilities are equally encouraged to apply. All applications will be treated with the strictest confidence.

WPL does not tolerate sexual exploitation and abuse, any kind of harassment, including sexual harassment, and discrimination. All selected candidates will, therefore, undergo reference and background checks.

Social Media Specialist

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

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

The successful candidate will be responsible for the social media management for WPL and will plan, strategise and manage WPL's presence, working closely with the Senior Management on a variety of strategic initiatives.

The job entails community management and outreach for all the current and upcoming communities of WPL, the Reykjavík Global Forum, and the #Girl2Leader initiatives across all major social media platforms. 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 organisations' 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 in conjunction with the web development team
- 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
- 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 the organisation and its 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.
- Drive organic growth and plan paid social media marketing campaigns as and when required
- Strategise on Google Grant Ad Campaigns along with a Google Ads strategist to increase visibility for the organisation along with other goals defined.
- Knowledge of SEO (search engine optimization) and generation of inbound traffic is preferred.

Skills

- Hands on experience in writing good copy
- Hands on experience in content management
- Ability to deliver creative content (text, image and video)
- 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
- Excellent written and oral communication skills in English

Education and Experience Requirements

- Experience and interest in communications
- Experience and interest in Social Media (3 years)
- Degree in Marketing or relevant field
- Experience in creating visual and video content
- Project Management Certification is a plus
- Experience in the international political, legislative and policy space is preferred.

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

Candidates should send an email entitled *Social Media Specialist Application* to **recruitment@wpleaders.org** with a CV and letter of motivation (each no more than one page of A4), and including also a short portfolio of best projects / case studies managed in the past. Please indicate your 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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