

Job Title	Marketing and Media Management Associate
Reports to	Deputy Director of Marketing and Storytelling
Location	Brooklyn, NY
Status	Part-Time
FLSA Status (OT eligibility)	Exempt

Girls for Gender Equity (GGE) is an intergenerational advocacy organization committed to the physical, psychological, social, and economic development of girls and women. Through youth organizing, leadership development, and community-building for gender and racial equity, GGE challenges structural forces – racism, sexism, transphobia, homophobia, economic inequality – that work to constrict the freedom, full expression, and rights of Black girls and young women and gender expansive youth of color.

Girls for Gender Equity is hiring a **Marketing and Media Management Associate** to support the execution of GGE’s brand strategy and content strategy, translating and advancing our values, vision, and work locally and nationally harnessing the power of narrative to drive action and create change and support organizational efforts to deliver on our mission and vision. **The associate role will be paid \$30 per hour, require 20 hours per week, and be performed remotely with opportunities to work in the office as needed.**

WHAT YOU’LL DO:

- Research and build press/influencer list to promote GGE
- Work closely with the Deputy Director of Marketing and Storytelling to implement plans to increase the number of followers across all relevant social media platforms as well as grow GGE’s reach.
- Support creation of and schedule content all social media platforms (Instagram, Facebook, Twitter)
- Support creation of, schedule, and manage engagement of quarterly newsletters, infographics, videos and press releases on social media
- Assist with the creation and implementation of monthly social media calendar to promote GGE on various social media websites
- Track social media and email marketing engagement to identify high-performing ideas and campaigns for scalability
- Utilize data and creativity to suggest improvements, adjustments and new social media and email marketing strategies
- Interact with followers and potential supporters by replying to comments and DM's
- Support marketing and storytelling team at live and online events

WHAT YOU’LL BRING:

- Solid understanding of marketing techniques
- Excellent verbal and written communication skills
- Attention to detail
- Ability to juggle multiple projects (especially ones with time-sensitive deliverables)
- Team player

WHO YOU ARE:

- Committed to advancing GGE's mission and work
- Creative thinker, eager to jump in
- Highly organized, self-motivated, independent worker who can prioritize tasks and manage multiple projects at once;
- Able to implement vision, think strategically, exercise good judgment, and lead change
- Initiative-taker with a strong work ethic and efficient, results-oriented approach
- High level of self-awareness and ability to give and receive feedback well.

Desired but Not Required:

- Lived experience with school pushout, the criminal legal system, navigating gender, gender-identity, and/or racial equity issues.
- BIPOC and Gender Expansive Folx **HIGHLY** encouraged to apply

Compensation and Benefit: This is a part time position. **The role will be \$30 per hour, require 20 hours per week, and be performed remotely with opportunities to work in the office as needed.**

Limitations and Disclaimer: The above job description is meant to describe the general nature and level of work being performed; it is not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required for the position. The team member may be required to perform duties outside of their normal responsibilities from time to time, as needed.

For further details about GGE's mission, vision and work, please visit <http://www.ggenyc.org>, and @ggenyc on Twitter and Instagram

How to Apply:

All applications will be received via email. No phone calls or snail mail, please. All applications must include (in PDF format):

- Resume
- Thoughtful cover letter (including how you became aware of this opportunity: job portal, referral, etc.)

E-mail applications to: JoinTheTeam@ggenyc.org

Subject Line: **Marketing and Media/YOUR NAME**

Application deadline is December 15, 2021.

GGE is an Equal Opportunity Employer. GGE provides equal employment opportunities to all employees, job applicants, interns, and volunteers without regard to race, color, religion, creed, political association, ancestry, sex, sexual orientation, gender identity or expression, marital or partnership status, national origin, immigration or citizenship status, age, military or veteran status, pregnancy, caregiver status, handicap or disability, genetic information or characteristic, unemployment status, arrest or conviction record, credit history, status as a victim or survivor of domestic violence, sex offenses, or stalking, or status in any group protected by federal, state, or local law in accordance with applicable law.