



## **MEDIA & COMMS SPECIALIST GIRLS RUGBY NATIONAL OFFICE**



Girls Rugby, Inc., a national 501(c)3 nonprofit organization, is seeking passionate and qualified individuals to join their team in the Girls Rugby National Office. Girls Rugby's mission is to empower girls to reach their potential through sport. Girls Rugby combines non-contact, flag rugby programming for girls in grades 2-8 with a leadership and values-based curriculum which focuses on building confidence, self-esteem, and leadership skills. We are seeking an energetic self-starter to develop, implement, and manage our Girls Rugby social media and communications strategy. This position requires excellent organization, communication and creative skills. Prior experience in the media and communications space is ideal.

The Media & Communications Specialist position is a quarter-time contract position from January 1, 2023 through December 31st, 2023. The position is remote and is expected to dedicate 10 hours per week. The position pays a monthly contractor fee and will report to the Girls Rugby National Office.

### **MEDIA & COMMUNICATIONS SPECIALIST JOB DESCRIPTION**

- Work with Girls Rugby staff to develop a results-drive social media and communications strategy.
- Develop and curate engaging content for social media platforms.
- Maintain consistency in brand and voice across all social media platforms.
- Monitor social media channels for industry trends.
- Review analytics and adjust strategy for optimal impact.
- Interact with users and respond to social media messages, inquiries, and comments.
- Help streamline communications through various mediums such as website, newsletters, e-blasts, and social media.
- Assist with building a greater following on existing social media platforms.
- Assist with expanding social media reach by creating a Girls Rugby presence on new social media platforms, as needed.
- Source design products and pricing in the best interest of Girls Rugby, as needed.
- Create, manage, and implement social media campaigns in line with achieving goals within the overall strategy.
- Assist in the creation and editing of written, video, and photo content.

- Design marketing material in accordance with brand guidelines to be used on website, in email campaigns, and on social media.
- Able to work with social media and communications tools/platforms such as Mail Chimp, Loomly, and Canva, as well as suggest alternative tools/platforms not currently in use.
- Responsible for building, curating content and maintaining all social media platforms for the National Office, including but not limited to Instagram, Facebook, Twitter, YouTube, LinkedIn, as well as new/emerging platforms.
- Assist with and guide location-specific social media platforms on Instagram and Facebook.
- Find opportunities to engage with other accounts to increase brand awareness and affinity.
- Ensure that all Girls Rugby communications and social presences prioritize diversity, equity, and inclusion.

## DESIRED QUALIFICATIONS

- Minimum age of 18
- Minimum 1-2 years of experience working in social media marketing, content development, and/or communications
- Excellent knowledge of Instagram, Facebook, Twitter, and other relevant social media platforms
- Experience in graphic design and content creation
- Understanding of social media and website analytics
- Familiarity with web design and publishing, particularly through Word Press
- Ability to be a self-starter and work independently
- Strong organizational, critical thinking & problem-solving skills
- Impeccable time management with the ability to multitask and prioritize tasks
- Excellent written and verbal communication
- Passion for youth sports and girls development

## INTERESTED APPLICANTS

Interested applicants can apply at [www.girlsrugbyinc.com/careers](http://www.girlsrugbyinc.com/careers) or by sending a cover letter and resume/CV to [info@girlsrugbyinc.com](mailto:info@girlsrugbyinc.com). Applications will be reviewed on a rolling basis, and position will remain open until filled. The successful candidate will be required to complete and pass a background check before being hired.

Girls Rugby, Inc. is an equal opportunity employer and welcomes all eligible persons to apply.