



## JOB DESCRIPTION: SOCIAL MEDIA COORDINATOR

Just A Girl Media (JAG) is the digital hub of mental health and women's empowerment globally. JAG is a safe, ethical, interactive media platform for women of all ages, backgrounds and beliefs. It's also a peer-to-peer social investment platform that fosters direct support and solutions for the nearly 4 billion women worldwide. Initiatives under JAG include Girl Talk Radio, JAG Forum, JAG Blog, JAG Grow and Mama Bear. JAG is growing like crazy, and looking for smart, passionate people to join its fierce team.

Girl Talk Radio is on-demand radio and podcasting for women to talk about difficult emotions and experiences in a safe, kind way. It's entirely anonymous, so no need to worry about what people will say or think. Our goal is to create a safe space for women to talk about the things weighing heavy on their hearts. Think of it as a conversation between old friends. We record and share that conversation, to help us heal emotional wounds, building a global sisterhood of support and solutions. No topic is taboo. Conversations are guided by what participants want to talk about.

We believe that every voice matters, so we encourage girls of all ages, backgrounds and beliefs to participate. Gender non-conforming and transgender women are also welcome. We even welcome the occasional male ally! We work hard to ensure there's a seat at our table for everyone. Girl Talk has two main categories: 1x1 Conversations and Small Group Discussions. Within those categories are slightly different formats. Participants select the formats that make them most comfortable.

With our initial (very limited) call for participants, we received interest from approximately 500 women on five continents. Approximately 85 of those individuals have submitted their intake paperwork, with about 10 talks already in production. Additionally, Girl Talk has also launched an ongoing series on abortion stories (which has sparked formation of Mama Bear, a digital underground railroad protecting a woman's choice and autonomy). Approximately 45 women have expressed interest in sharing their stories, with 10-15 talks already in production. We are looking for a creative, passionate person to join JAG as a social media coordinator. This person will coordinate, create and manage social media for JAG and its initiatives, using our content as the anchor point. Here are the main attributes we're looking for:

- A keen eye for quality, breakthrough content, and experience producing it. We're a kind, approachable brand with an edge. We produce brave content that goes deep into the pulse of women worldwide. Joining the JAG team means you are creative, have ideas and are willing to push boundaries.
- A good eye and style that matches the JAG brand. Ability to use Canva and other tools.
- Are a natural at rallying people behind a cause – because we need to grow our social media reach quickly.
- Good at pulling out kernels of truth from large amounts of content.
- Comfortable with new media and technology; willing to try different kinds of content syndication across platforms and mediums, building the next generation of content and impact.
- Detail oriented. We're growing fast and there are lots of people and details to keep up with. So being organized and on top of the information flow is integral. We do have a CRM system in place to help manage all of this.
- Respect for all backgrounds and beliefs, even if they're different from your own.
- Instincts and intuition. We trust our inner voices, and you should too.
- We believe that we can change the world. You need to believe you can too.

Some key details to consider:

Right now, this is an unpaid, volunteer position. We are actively seeking investment and funding. Once funding is secured, this role would transition to a paid position. We understand that this is asking someone to take a risk, so we are willing to offer equity and/or incentives to the right person (with specific terms negotiated).

Because of this, the time commitment for this position is flexible to start. We are willing to work with the right person to figure out what hours per week works for them. We would then evaluate hours per week once funding is available.

The right person will be a self-starter capable of working from anywhere. We don't have an official office, instead choosing to be fluid and flexible in our workspace. If you're interested, please email your resume and detail why you feel you're a great fit for JAG and Girl Talk: [info@justagirl.com](mailto:info@justagirl.com).