

JOIN OUR SQUAD

lesbians
WHOTech
QUEER | INCLUSIVE | BADASS



SOCIAL MEDIA MANAGER APPLY HERE

Lesbians Who Tech + Allies is the largest LGBTQ technology community in the world -- committed to visibility, intersectionality, and changing the face of technology. We are 100,000 LGBTQ women, trans, people of color, non-binary people, and allies in tech in 100+ cities worldwide. Over 30,000 women and non-binary people in tech attended our Pride Summit in 2020, making us the largest professional LGBTQ event in the world.

ABOUT THE ROLE ::

Lesbians Who Tech & Allies is looking for a Social Media Manager to join our talented Squad. We are looking for a candidate who will excel in finding innovative ways to build brand awareness, grow our community, amplify our brand's voice, and drive in-person interaction at our events. Our ideal candidate is an exceptional writer, loves social media, is digitally savvy and takes action with minimal direction. You love working hard and embrace our mission to change the face of tech.

Location ::

Remote

Salary ::

\$70,000 - \$80,000

Depending on
experience

WHAT YOU'LL DO ::

Marketing Communications

- You will assist in developing a comprehensive social media strategy to drive brand awareness, audience growth, traffic, and revenue. You will support our branding, PR, digital advertising, social media, content marketing, and SEO initiatives, while also supporting agency partners and designers to ensure flawless execution of campaigns and activations.

Content Strategy + Social Media

- You will work with our Comms Team to own our content calendar and publishing cadence for our marketing channels aligned with brand objectives and cultural moments. You will also assist in owning all of our social media presence, including engagement. The goal being to find new ways to engage and delight our audiences while sharing our core brand marketing messages in an organic way.
- Collaborate with Designer to create templates and graphics for social media.

Research & Analytics and Program Management Support

- You will use your data and operations acumen to measure weekly channel and post performance, sharing insights and findings with the team. You will build and test original social content in various formats, including video/audio clips, screenshots, charts/graphs, diagrams, tweetstorms, etc.

WHO YOU ARE ::

- 3+ years of experience in marketing and/or social media and communications
- A deep understanding of the latest trends in tech and politics, as well as internet and LGBTQ culture. We're looking for someone who has their finger on the pulse of these conversations and understands what performs well online.
- Strong understanding of Twitter, Instagram, LinkedIn, and Facebook and social engagement tools (Tweetdeck, Hootsuite, etc.)
- Experience with nurturing and growing online communities
- A "can do" attitude and the ability to take an idea across the finish line
- A passion for storytelling and elevating the work of LGBTQ women, nonbinary and trans folks in tech
- Excellent copywriter, can adapt style and voice across different domains/communities
- Strong attention to detail
- Real passion for social media and a hunger for knowledge /intellectually curious
- Understand how to connect with an audience, using data to help shape strategy and deliver more of what your audience wants
- Strong collaborator and team player
- Experience thriving in a fast-paced, high-performance culture where the business and goals evolve to meet industry needs
- Savvy individual with the ability to think outside the box and act quickly

LANGUAGE + TOOLS

- Experience with third party social media tools, analytics, and vendors
- Knowledge of the tech ecosystem
- Start-up, Media or Events experience
- HTML experience a plus
- Optimizing content on website via wordpress

BENEFITS + PERKS

- The ability to work remotely forever
- Fully covered health, dental and vision insurance
- Computer Stipend
- Vacation
- Paid Sick Time
- End of year "Recharge" time off
- Joining not just a team, but a squad of like minded teammates who are committed to solving tough problems
- We actively seek a diverse pool of applicants from or who have worked closely with historically marginalized groups, including but not limited to people with disabilities, people of color, LGBTQ people, first- or second-generation immigrants, and people from low-income families.

