

Job Title: Social Media Support
Reports To: Communications Lead
Position Type: Volunteer
Level of Commitment: 2/3 hours per week, plus 2-hour Communications Meeting per month
Objective of the position: To support our existing Social Media content creator in the execution of WITWA's marketing strategy across multiple social media platforms

WITWA Purpose

We provide empowerment and community to women to make the tech industry equitable.

By amplifying the voice and contribution of women through positive role modeling, deeper connections, and influencing societal evolutions.

Through industry events, awards, education, corporate programs, and an innovation space.

Why volunteer at WITWA?

As well as being a key cog in driving a positive social impact for gender equality across WA, you will also benefit from a support network of 35+ WITWA volunteers to learn from, be championed by, and share your knowledge with. Welcome to your very own personal cheer squad!

WITWA facilitates industry connections for all its subscribers, and as a WITWA volunteer, you will have first-hand access to meeting some incredible people in our community.

If that's not enough you also benefit from free tickets to the TechXchange Events, free tickets to the WITWA [+] Conference, and free tickets to the WITWA Tech [+] Awards

What are we looking for you to take responsibility for?

Updating our content across LinkedIn, Facebook, Twitter and Instagram using the Hootsuite scheduling tool:

- Writing content for short-form social media posts
- Promoting our monthly TechXchange event
- Promoting our WITWA Tech [+] Conference and Awards
- Partnering with our Diversity & Inclusion team to develop content for our new corporate portal
- Promoting of WA success stories - "if you can see her, you can be her"
- Contributing to the overall WITWA Communications Strategy
- Sharing ideas and strategies to create an informative and supportive website

What should you bring to the table?

- Prior experience working with Hootsuite (or equivalent)
- An understanding and/or passion for the technology industry
- An understanding and/or passion for creating a more equitable world
- An understanding of marketing content strategies and aligning voice/tone/branding across all communication platforms (web, social, email, etc)