



## Digital Content Specialist | Job Description

Shelectricity is a girls' empowerment ecosystem designed with Black, API, Latinx, and Indigenous girls at the center that brings together technology, culture, and community to create safe and nurturing online and in-person environments for girls to learn, grow, innovate, and lead. Through interactive tools and experiences, Shelectricity girls engage in Creativity, Personal Development, STEAM-based learning, Entrepreneurship, and Network and Community Building. Our unique, integrated online/offline service model combines the broad reach and youth orientation of a social media app with the intimacy and safety of adult-curated, place-based programs. By bringing together the best of these worlds under one curated ecosystem, we believe that Shelectricity can transform girls' lives at scale.

The ideal Digital Content Specialist (DCS) candidate is a creative and skilled web and project manager, writer, editor, and producer of original multimedia content; they have experience working in a fast-paced publishing environment and has the skills to inform, educate, inspire and delight online audiences. In addition, this candidate has a commitment to lifting up the authentic experiences of Black, Latinx, Indigenous, and API girls through digital storytelling.

The candidate must be able to create original digital content suitable for publishing on the Shelectricity platform and across all mainstream digital & social media channels. Original digital content may include writing, photography, video, and audio productions for publishing on Shelectricity's social media channels as well. The candidate will collaborate with both the internal Shelectricity team and the Youth Leadership Council members to create unique digital content and multimedia in support of an interactive digital experience on the Shelectricity platform.

The person in this position will work to amplify the voices of girls and produce content aimed at empowering girls on the Shelectricity platform to be the leading innovators in their communities. By leveraging institutional relationships, the DCS will create an entry point and manage a pathway for potential adult allies to engage with Shelectricity members to present unique content aimed at inspiring and fortifying the girls to unleash their imagination. This is a key role in our collective effort to provide space for girls to express, develop, and realize their creative ideas. The DCS will work closely with the Shelectricity leadership team and will be directly supervised by the Project Director.

Shelectricity is a project of Culture Shift Creative and is fiscally sponsored by the Arts & Business Council of Greater Nashville. Shelectricity is an equal opportunity employer and strongly encourages applications from women, people who are a part of the Black (of African descent), Latinx, Asian/Pacific Islander, Indigenous and members of the Lesbian, Gay, Bisexual, and Transgender communities.

### **Duties and Responsibilities:**

- Design, produce and publish content and graphics for the Shelectricity Platform
- Acts as technical and creative resource assisting Shelectricity Youth Leadership Council members with content production.
- Uploads and describes audio and video content to popular streaming sites such as SoundCloud, YouTube, and Vimeo; publishes embedded HTML and URL links for digital content distribution to listeners.



- Meets daily deadlines based on personal workflow, Programming, Promotions, and team needs
- Stays abreast of current design and production methods, procedures, and trends.
- Updates knowledge of Mighty Network software.
- Develop & implement social media strategy in partnership with the leadership team
- Manage digital media files.

**Qualifications:**

- 2+ years of experience in producing diverse digital content and using social media in a professional capacity (Facebook, Twitter, Instagram, TikTok, etc.)
- Minimum of 2 years of experiences in social justice work with an entry-level of understanding of youth development
- Strong communication skills including excellent writing, editing and critical reading, preparing and delivering presentations, and strong oral communication skills; comfortable presenting information at meetings and conferences and representing Shelectricity in the broader community.
- Strong social justice analysis
- Exhibits a strong commitment to youth development
- Committed to girl's leadership and see girls as a critical aspect of building a more just and loving society.
- Proficient the use of basic audio & video editing software
- High level of cultural competency.
- Experience using Microsoft Office and Google Docs.
- Social-emotional intelligence, creative/innovator, team player & leader
- Strong interpersonal skills with the ability to build relationships and communicate effectively and professionally with a diverse range of people.
- Outstanding creative thinking and problem-solving skills.
- Strong attention to detail, while working independently, managing multiple projects effectively.
- Ideally reside within one of our hub cities (Los Angeles, Memphis, Oakland).
- Bilingual (Spanish speaking) applicants are strongly encouraged to apply.

**Technology Needs:**

- Personal computer with functioning video capabilities
- Cell phone
- An internet connection – with a minimum bandwidth of 1.5 Mbps (up/down)
- Able to be online/ generally available between 9 AM and 5 PM PT weekdays
- Mandatory Wednesday video team meetings

**Compensation:**

This is a contracted position, with a monthly rate dependent on experience; payable monthly. This temporary position is through 07-30-2021

**How to Apply:**

Please send a cover letter, resume, and three references to [admin@shelectricity.org](mailto:admin@shelectricity.org), with the subject: **Digital Content Specialist**. Please do not embed your resume and cover letter in the email.

For more information, please visit [www.shelectricity.org](http://www.shelectricity.org).