

Job Title: Social Media Specialist (Part-Time, Contractual)

Location: Amman, Jordan (Hybrid)

Duration: Contract-based (aligned with project needs)

Reports to: Project Coordinator – UN Women Project

About JoWomenomics & Project "Arrived Safely"

JoWomenomics is a national non-profit organization committed to advancing gender equality and fostering an ecofeminist economy in Jordan. The "Arrived Safely" project, funded by the UN Women Trust Fund, aims to combat sexual harassment and violence in public transportation, ensuring a safer environment for women and girls.

Job Summary

The **Social Media Specialist** will lead digital engagement and content creation efforts to amplify awareness, mobilize community support, and promote the project's advocacy initiatives. The role will focus on designing and executing a strategic social media campaign to challenge gender-based violence (GBV) in public transportation, highlight survivor stories, and engage key stakeholders in meaningful conversations.

Key Responsibilities

1. Content Creation & Management

- Develop and execute a comprehensive **social media strategy** aligned with the project's advocacy and awareness objectives.
- Design engaging **visual and written content** (posts, infographics, reels, videos) that educates, informs, and mobilizes action against GBV in public transportation.
- Manage and update JoWomenomics' **social media platforms** (Facebook, Instagram, Twitter, LinkedIn, TikTok) with **daily/weekly** posts.
- Ensure that all content is culturally relevant, survivor-centered, and aligned with feminist principles.

2. Digital Advocacy & Community Engagement

- Plan and implement **online awareness campaigns** targeting public transportation users, policymakers, and the general public.
- Moderate and engage in discussions, responding to inquiries and ensuring a safe space for conversations about gender-based violence.
- Collaborate with **women-led CBOs** and influencers to amplify key messages and increase reach.

3. Monitoring & Analytics

- Track and analyze **engagement metrics** to assess the impact of social media efforts and adjust strategies accordingly.
- Provide monthly reports on social media performance, trends, and recommendations for improvement.

4. Coordination & Stakeholder Engagement

- Work closely with the **Project Coordinator, Communications Team, and Partner Organizations** to ensure cohesive messaging.
- Develop partnerships with media professionals and digital activists to enhance visibility and campaign effectiveness.
- Support the development and promotion of the project's **mobile app** for reporting harassment.

Qualifications & Experience

- Bachelor's degree in **Communications, Marketing, Journalism**, or a related field.
- **2-5 years of experience** in social media management, digital marketing, or online advocacy.
- Proven track record of **designing and executing impactful social media campaigns**, particularly on gender equality, GBV, or social justice issues.
- Strong knowledge of **digital content creation tools** (Canva, Adobe Suite, CapCut, or other video-editing software).
- Excellent **Arabic and English** writing and communication skills.
- Familiarity with **SEO, paid social media advertising, and analytics tools** is a plus.
- Passionate about women's rights and creating **safe public spaces** for women.

Contract Details & Compensation

- **Part-time** (approximately 16-20 hours per week).
- Competitive compensation based on experience.
- Contract duration will be **aligned with the project's timeline and funding cycle**.