

ROLES & RESPONSIBILITIES WITHIN YOUTH GROW YOUTH

By the Youth; For the Youth

CONTENT WRITER AT YGY:

- Craft captivating written content for our social media platforms, including Facebook, Instagram, and Twitter.
- Dedicate yourself to creating at least 2 posts per month on topics assigned by the Content Strategist.
- Each post typically requires 2-4 hours of research, writing, and editing.
- Ensure consistency in tone, style, and branding guidelines across all content pieces.
- Collaborate with the team to brainstorm ideas and refine content for maximum impact.

CONTENT ILLUSTRATOR AT YGY:

- Bring our content to life with visually stunning graphics, illustrations, and artwork.
- Design a minimum of 2 unique visual posts per month, aligning with assigned content themes and topics.
- Each visual post typically requires 3-5 hours of design and revision.
- Additionally, contribute to 1-2 promotional posts per month to support specific content requirements.
- Coordinate closely with Content Writers to ensure visual elements enhance the overall message and storytelling.

CONTENT STRATEGIST AT YGY:

- Lead the development of our content strategy for social media platforms, outlining key themes, topics, and campaigns.
- Brainstorm and plan weekly content for Instagram stories, ensuring alignment with overarching strategy and goals.
- Provide clear guidance and direction to team members on content ideas, topics, and execution.

- Regularly review and analyze content performance metrics to optimize future strategies and campaigns.
- This role typically requires 5-8 hours per week, including strategy development, planning, and team coordination.

NEWSLETTER DEPARTMENT AT YGY:

- Conduct thorough research to identify relevant internships, volunteering opportunities, and exclusive resources for inclusion in our newsletter.
- Maintain a comprehensive database of current and upcoming opportunities, regularly updating with new information.
- Proactively establish and nurture partnerships with organizations, colleges, and universities to source high-quality opportunities for our audience.
- Effectively communicate with potential contributors and resources to gather accurate and engaging information for newsletter content.
- This role typically requires 4-6 hours per week, including research, database management, and communication with partners.

VIDEO CONTENT CREATOR:

- Produce engaging video content, including reels, for our social media platforms.
- Commit to creating approximately 2 reels each week, promoting YGY and highlighting relevant themes.
- Each reel production typically requires 4-6 hours, including scripting, filming, editing, and post-production.
- Collaborate with the team to brainstorm ideas and ensure content aligns with brand messaging and goals.

GENERAL REQUIREMENTS:

- Demonstrate a strong passion for empowering youth within the global education landscape.
- Maintain open and transparent communication with the team, actively participating in discussions and collaborative efforts.

- Adhere to deadlines and commit to submitting completed work in a timely manner.
- Embrace a culture of collaboration and constructive feedback, contributing to the continuous improvement of content quality and effectiveness.
- Ensure strict compliance with the brand's branding guidelines, guaranteeing consistency in style, tone, and messaging across all content channels.