

# Content Creator (Tik Tok)

Reports to Social Media Strategist

## About Startup Boston

Startup Boston is an organization working to connect, educate and celebrate the startup community. We are an all-volunteer team creating events and content *for* the startup community *by* the startup community.

## Job Overview

We are searching for socially savvy individuals who know every hashtag, tip, and trick for growing and actively engaging with audiences on TikTok. Content Creators are responsible for writing and scheduling social media content across multiple platforms in accordance with our brand guidelines and campaigns. You will utilize Canva to create captivating social media assets and schedule posts for TikTok.

A portion of your role will also involve flexing your research chops so you can provide our audience with the latest and greatest news pertaining to the Boston startup community. This is a great position for someone who loves networking online and offline and can utilize persuasive content creation to drive engagement. The ability to tell a compelling story will also come in handy for advertising Startup Boston Week and engaging with speakers for upcoming events.

As a critical member of the Marketing team, the Content Creator is a volunteer role that provides experiences similar to a Marketing Specialist or Social Media Associate.

## Responsibilities and Duties

- Write and schedule social media content specifically for TikTok
- Utilize Canva to create captivating social media assets
- Research thought leadership that is of interest to the Boston startup community
- Participate in Startup Boston Week promotions and generating buzz for upcoming events using TikTok

## Qualifications

- Time commitment of 3 to 5 hours per week to focus on organization deliverables
- Aptitude and energy to nurture and grow a following on TikTok for Startup Boston
- 1-2 years of social media experience is a plus
- Outgoing and personable. You'll be publicly representing the organization in-person and/or online and at Startup Boston events. Gathering footage and turning it into social content is crucial to this role.
- Ideal candidates can be physically available to be onsite at some point during Startup Boston Week