

Description of Position

Riley's Way is seeking creative and collaborative content creators to shape and grow our social media presence through engaging content that promotes kindness, empathy, and youth leadership.

Content Creators will focus on creating trending, relatable content that reflects the Riley's Way brand, highlights key events and programs, amplifies the work of our young changemakers, and builds meaningful relationships with our community on platforms such Instagram, TikTok, YouTube, and LinkedIn.

This role is perfect for passionate young leaders who want to express their creativity while making a positive impact, all while gaining hands-on experience in content creation and social media strategy. The ideal candidates are enthusiastic about storytelling, familiar with social media trends, and eager to create content that inspires kindness and empathy. Applicants can apply for the following open positions: Video Content Creator position, Graphic Design Content Creator Position, General Content Creator (Video & Graphics).

Apply [here](#) by **March 21, 2025**.

Position Details

- 6-month contract with opportunity to extend
- Estimated 5-7 hours per week, \$400 a month
- Content creators will emphasize engaging with trending content, producing creative expressions of the Riley's Way brand, building relationships with other social accounts through commenting, following, and dms, while building humor and relatability into our social content. They also will write blogs on topics related to kind leadership and youth-led social impact.
- Position Specific Responsibilities
 - Video Content Creator:
 - Plan, shoot, and edit compelling short-form videos (>30 seconds long) for Instagram and TikTok about:
 - Relevant RW events (Call For Kindness applications open, YLR applications open, annual appeal, etc.)
 - Interviews with young leaders, especially at RW events (C4K Summits, YL Retreats, alumni meetups, etc.)
 - General trending on-brand content (ex. Memes that relate back to values of kindness and empathy)
 - Experience in using video editing tools both in-app (Reels, TikTok) and out (CapCut, Adobe Premier, Canva) required.
 - Graphic Design Content Creator:
 - Design eye-catching graphics for:
 - RW programs and events (Call For Kindness, C4K Summit, Youth Leadership Retreat, Councils, Chapters, Cards for Kindness, etc.)

- Campaigns (World Kindness Day, Giving Tuesday, Annual Appeal, etc.)
 - General trending on-brand content (ex. Memes that relate back to values of kindness and empathy, etc.)
 - Experience in using graphic design software (Canva, Adobe Photoshop, Adobe Illustrator)
- General Content Creator:
 - A combination of both roles — only if both Content Creators choose to work on both video and graphic design. Otherwise, each Content Creator will specialize in either video production or graphic design.

Ideal Candidate

- Passionate about the Riley's Way mission and core values
- Experience in one or more of the Riley's Way programs (C4K, YLR, Councils, Chapters) is a plus but not required
- Experience in content creation and/or social media management/marketing is a plus but not required

Questions?

If you have any questions, please contact Riley's Way Digital Coordinator, Christina Alvarez, at calvarez@rileysandler.org