

## Call for a Social Media Content Creator

### Help us to create Social Media content for the EuroPeers network in 2025!

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Are you passionate about creating engaging social media content that connects with young audiences? Do you have the skills to manage, strategize, and elevate the EuroPeers brand and our online presence? If so, we invite you to apply for the position of **Social Media Content Creator** for the EuroPeers network!

#### Who Are the EuroPeers?

EuroPeers is a vibrant community of young people (aged 18-30) who've experienced life-changing opportunities through EU youth programmes like **Erasmus+ Youth** and the **European Solidarity Corps (ESC)**. They share their stories to inspire others, promoting mobility opportunities and European values like **solidarity, democracy, and equality**. Whether through workshops, school visits, or youth events, EuroPeers bring European opportunities closer to their peers while keeping the conversation about Europe's future alive.

#### Key Responsibilities:

- Develop a **social media plan** tailored to the EuroPeers network.
- Deliver **regular, engaging content** in line with the visual identity of EuroPeers for [Instagram](#) and [Facebook](#) (and any additional channels that will be developed) to keep our audience connected, including for example:
  - **Presenting** network members or other stakeholders.
  - **Sharing network updates regularly.**
  - Presenting **program priorities** creatively.
  - Using interactive tools such as **polls, live streams, and Q&A sessions.**
- Collaborate closely with the **international network coordinator** and provide regular reports on social media developments.

### Criteria for Applicants:

- At least **2 years of experience** in social media management and content creation.
- Strong **copywriting skills** in English (ability to write engaging, informative and audience-targeted text).
- **Basic visual design tool and video editing abilities** for creating visuals (e.g. Canva, Adobe, etc.)
- Up-to-date knowledge of **social media trends** and an understanding of how to engage a youth demographic (18–30 years).
- Applicants should be **18–30 years old** themselves to better connect with the target audience.

The following experience is beneficial:

- Experience with **analytics, ad management, or community engagement tools** to monitor performance and audience interaction.
- Experience in the EuroPeers network and with the programmes of Erasmus+ and European Solidarity Corps

### Logistics:

- You will be **contracted by the Education and Youth Board of Estonia** for a period of **12 months**, with flexibility to invoice based on the hours worked. If the collaboration is successful, the contractor can renew the contract.
- **Hourly Rate for your work will be 25€ per hour.**
- Start date: **February 2025.**

### Application Process:

To apply, please submit until 6<sup>th</sup> of January 2025:

1. Your **CV**, highlighting:
  - Your experience with social media management, work with youth-focused organizations, and design tools
  - Any **experience relevant to engaging with a youth target group** (18–30).
2. A **1-page concept paper** outlining your vision for EuroPeers' social media strategy.

### **How to Apply:**

- Applications can be submitted [marie.heimburg@harno.ee](mailto:marie.heimburg@harno.ee).
- Please **apply until January 6<sup>th</sup> 2025 the latest!**

Join us in shaping the EuroPeers network's digital journey and empowering young people across Europe. We're excited to see your ideas and creativity in action!