

## Promotions & Social Media

Raw Talk Podcast is currently seeking applications for our Season 6 Cast

Raw Talk is a graduate student-led podcast focused on bridging the gap between science innovation and science literacy. Since its launch in 2016, our team has ventured across campus and back, to capture the breadth of medical science research at U of T, and the scientists behind it. New members can expect an enriching experience in communication and opportunities to connect with scientists, health professionals, and the broader public.

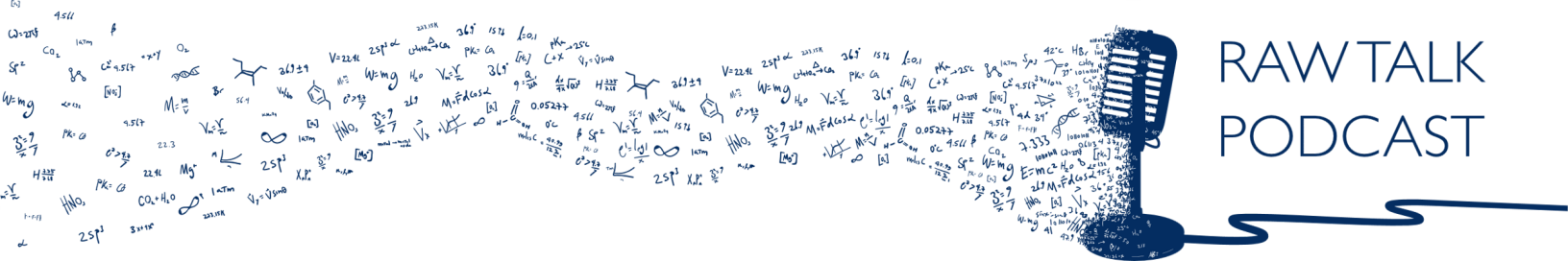
Raw Talk's **Promotion & Social Media Team** is responsible for leading the day-to-day management of Raw Talk's external communications. You will work with the Promotion & Social Media Executive to establish and maintain an engaging social media presence through regular posts, active participation in online discussions, and podcast promotion. In addition to contributing to a social media content calendar to aid in this process, your role is to work with the Episode Production team (Show Hosts, Content Creators, Executive Producers, Photographers, etc.) to create a series of shareable media (e.g. soundbites, videos, images, etc). Promotion & Social Media representatives are required to create social media content for and promote **5-6 episodes** with an estimated time commitment of **~6 hours/episode**.

As a member of the **Promotion & Social Media Team**, you will have the following key qualifications:

- Demonstrated experience with Twitter, Instagram, Facebook, or all three.
- Ability to create and develop clear and compelling communication messages and materials to key audiences.
- Strong organizational skills and ability to meet tight deadlines.

As a successful candidate, you:

- Are a graduate student with a strong research and biomedical science background
- Aspire to improve science literacy and make science accessible to a broader audience
- Love to work collaboratively with people of diverse backgrounds to ideas from conception to completion
- Communicate effectively, across the board



- Value accountability, and embody it
- Have strong time-management skills
- Dedicated, responsible, and self-motivated towards achieving each goal
- Open to seizing new opportunities with a sense of humour and adventure
- Strive for excellence and constantly looking for ways to improve

We welcome applicants from all graduate programs, but preference will be given to students who have an interest in science communication and enjoy listening to podcasts relevant to Raw Talk's capabilities: conversation (e.g. long-form interviews); and/or narrative (e.g. investigative, informational).

Apply by submitting the following as a **single PDF document** to our email: [rawtalkpodcast@gmail.com](mailto:rawtalkpodcast@gmail.com) with the subject line "Season 6 Cast"

- 1-page **resume**
- 100-word **statement** about a podcast (single episode or series), science communication content creators or social media accounts you follow, and what they do well
- 1-3 **sample posts** or links to social media **accounts** you've managed (please indicate which posts you authored); they don't have to be related to podcasting or science: whatever you think would best highlight your skills!

Applications close at **11:59 pm ET on Sunday, June 20, 2021**. We sincerely thank all applicants for their interest.

[rawtalkpodcast.com](http://rawtalkpodcast.com)



@rawtalkpodcast