

Raw Talk Podcast – Social Media & Promotions

Raw Talk Podcast is currently seeking applications for our Season 5 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 Social Media & Promotions Team will be responsible for leading the day-to-day management of Raw Talk's external communications. You will work with the Social Media & Promotions 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 Production team (Show Hosts, Content Creators, Executive Producers, Photographers, etc.) to create a series of shareable media (e.g. soundbites, videos, images, etc). Social Media and Promotions representatives are required to create social media content for and promote **all episodes** with an estimated time commitment of **1-2 hours/episode**.

As a member of the **Social Media & Promotions 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

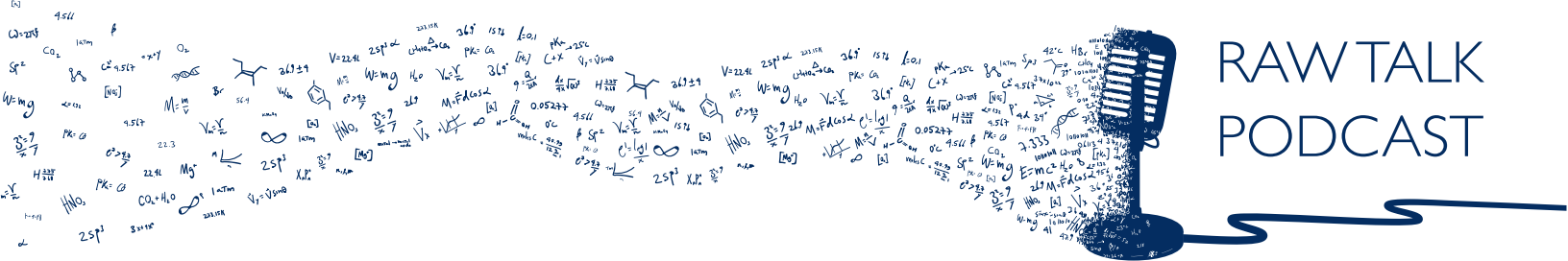
As a successful candidate, you:

- 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

rawtalkpodcast.com



@rawtalkpodcast



- 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. longform interviews); and/or narrative (e.g. investigative, informational).

Apply by submitting the following as a **single PDF document** to our email: rawtalkpodcast@gmail.com with the subject line "Season 5 Cast"

- 1-page resume
- 100-word statement explaining why you are interested in podcasting as a form of science communication
- 100-word statement describing examples of your experiences that will succeed in this role

Applications close at **11:59 pm ET on Sunday, June 21, 2020**. We sincerely thank all applicants for their interest.

rawtalkpodcast.com



@rawtalkpodcast