

Communications & Social Media Coordinator

Why We Want You

Join us on our mission to make culture the operating system for millions

Gapingvoid is a boutique consulting firm transforming the work experience through Culture Design®. We believe every person can and must fall in love with their work, and that doing so is a deliberately designable process. Culture Design® combines insights from behavioral science, social learning, and neuroscience to transform organizations, turning culture into a management system.

Gapingvoid has evolved over the past 15 years through radical experimentation, relentless curiosity, and a deep drive to always up-level our work. We're scaling and rapidly growing, and as we move forward these three principles remain ingrained into the bedrock of our team.

Your Impact on Culture Design

The Communications & Social Media Coordinator will play a key role in supporting all aspects of Gapingvoid's communication and marketing efforts.

In this role, you will be supporting the team in elevating our online presence, crafting compelling narratives, designing meaningful content campaigns, measuring the effectiveness of our campaigns, and amplifying our reach across the digital landscape. Even more important than what you know, is how you think. We are looking for a highly motivated, hard-working individual who is deeply passionate about language, social media, storytelling, building community, and who can think critically and creatively about business, communication, and culture.

At Gapingvoid, you will be joining our cross-functional team on the Communications side and report to our Director of Experience and Marketing.

The Gapingvoid team is made up of people who nerd out on culture design strategy. We are driven by the desire to make a difference in people's lives by transforming the way we work, and you are too!



QUALIFICATIONS

- Bachelor’s Degree in Marketing, Communications, Business Administration, Digital Media, Journalism, or a related field.
- 2-4 years of experience in marketing, social media management, or communications roles.
- Strong writing and editing skills for creating meaningful content for various platforms.
- Demonstrated proficiency in using social media platforms, social media management tools, email marketing platforms, and analytics tools.
- Proficiency in using analytics tools to track and report on campaign performance
- Ability to create visual content and experience with video content creation and editing is a plus

TOOLS

- Mailchimp
- Social Media platforms: Instagram, LinkedIn, Twitter, Facebook, TikTok
- Social Ads Managers
- Google Analytics
- Hootsuite
- WordPress
- SEMrush
- Canva
- Airtable
- HubSpot
- Dropbox
- Figma
- Adobe Creative Suite
- Adobe Spark
- Microsoft Office
- Miro
- Slack
- Zoom

ROLE AND RESPONSIBILITIES

SCHEDULER & COORDINATOR

You’ll support the planning and execution of the social media and editorial content calendar, scheduling and posting blogs, weekly emails, social media posts, and advertisements to ensure a consistent and compelling presence on all platforms.

CONTENT CREATOR

We don’t do droning, meaningless corporate-speak. We have a unique point of view on Organizational Culture. You’ll master the Gapingvoid tone of voice and write compelling copy in the form of social media posts, campaign content, advertisements, website copy and more that engage and inspire leaders across industries.

CAMPAIGN DESIGNER

You’ll support the creation and execution of meaningful social media and marketing campaigns, leveraging and adding to our content library, sharing photos and videos, and working closely with our creative team on the design of assets.

MARKETING ANALYST

You will know the numbers and identify what's working and what's not across our platforms, sharing insights that inform our strategy and drive continuous improvement. This will look like tracking content performance, engagement, reach, conversion rates, click-through rates, customer acquisition cost, and a lot more.

COMMUNITY MANAGER & RELATIONSHIP BUILDER

You’ll help grow our various online communities, build connections with our followers, responding to messages and inquiries with speed and empathy.

GROWTH STRATEGIST

You’ll help us reach new people by finding fresh ways to share our content across platforms and using data to segment audiences and tailor marketing strategies to different groups of people.

ADMINISTRATIVE ASSISTANT

You’ll handle administrative tasks for the communications team, including scheduling, note-taking, organizing marketing assets, liaising with vendors, and more.

MARKET RESEARCHER

You’ll deeply research the competitive landscape, identifying market trends and customer needs to inform unconventional marketing strategies.

HYPER COLLABORATOR

You'll work in a highly collaborative environment, working closely with all members of the team to create content and share ideas that have the power to transform hearts and minds.

Outside of compensation, we want you to find the same meaning & purpose in your work that we bring to our clients.

100% of your vision and dental insurance are covered

80% of your healthcare insurance is covered (for the basic plan)

If you enroll in our 401K plan, we will cover 100% of your first 4% of contributions and 50% of 5% & 6% of your contributions

Educational Assistance/ Tuition Reimbursement

We will pay for your membership dues for relevant professional membership(s)

12 weeks of paid parental leave

20 days paid time off, and end-year reflection & restoration days

You will be reimbursed up to \$100.00/month for internet, or cell phone/data plans

At your 5-year anniversary, you will receive extra paid time off and \$2,500 reimbursed for personal travel to celebrate

You will have a buddy!
Everyone is assigned a buddy upon joining. Buddies are on hand to answer those seemingly "silly" questions that you may have, particularly in your first few months and to help make your onboarding journey easier and more enjoyable.

What You Can Expect

\$50,000-\$75,000 depending on experience & qualifications

- *The job offer is structured with an initial 90-day contractor trial period, providing both you and us with an opportunity to determine compatibility with the role.*
- *Following the trial period, a full-time employment offer with benefits will be extended contingent on a positive performance review.*
- *The performance review will assess your contributions, work quality, adaptability, and overall fit within the team and culture.*
- *Compensation during the 90-day trial will be aligned with the proposed full-time salary.*
- *Your home address will be your work address. Core working hours are Mon-Fri 0900 – 1700 ET. However, this is not a 9:00-5:00 role, and your schedule will be determined by the level of effort necessary to complete assignments.*

Gapingvoid is a place where no two days are the same! While there is no "average day," below are some of the things we expect from you that are critical to your success.

Participate in regular internal cuddles and creative reviews filled with banter and open exchange of ideas

Hit the ground running and quickly get up to speed on our models and methodologies. We don't do 'cookie-cutter' anything and we need people who can learn quickly, think differently, and execute at a high level.

Be insatiably curious and constantly learning. If you don't understand something, ask. If you learn something we all could benefit from knowing, share it.

Bring your knowledge and experience to the table without being the smartest person in the room.

Continually evaluate the effectiveness of collateral to improve the quality of work we do.

Work under pressure without losing your sense of humor or care for others

Bring people together and craft amazing experiences that leave them transformed.

Speak your mind. In a distributed work environment, the name of the game is over-communication.

Never settle. Never quit. We work with some hard-to-change cultures, which tend to be the most rewarding. This requires us to regularly iterate, pivot, and tweak. If this sounds overwhelming or like the type of work you shy away from, Gapingvoid is not for you.

This is an Investment

CAUTION: Why we may not be the right fit for you.

We admit it: we're not everyone's cup of tea. So, here are a few important considerations that we ask you to take seriously. We probably are not for you if...

- You're looking for a 40-hour, nine-to-five role.
- You prefer the comfort and security of distinct work-life boundaries over the flexibility and excitement of work-life integration.
- You lean into predictable, transactional work over challenging yet meaningful work.
- If you're a super smart person who looks for the path of least resistance and lacks aggressive drive
- If you think culture is only about employee engagement, employee happiness, DEI, or the standard HR tropes
- If you are allergic to hard work
- You're looking for a well-worn path, a recipe for success, or a box-ticking exercise

On the other hand, you may be a G-teamer if you...

- Thrive in ambiguity and flourish with feedback — often the direct and tough kind
- You're a lifelong learner who can't wait to test your ideas in the real world, and then iterate
- Can communicate your ideas in writing in a way that captivates readers
- You've never come across a brick wall that you weren't pumped to get over, dig under, or plow through with only a flashlight and an array of models and frameworks to guide you
- You put in the work and care enough to get it right (hint: not always easy)
- You're able to look at the big picture and understand the importance of the little things

We are a team of kind, innovative professionals who like our business spiked with irreverence. Irrespective of role or title, we are all ambitious doers who love ideas, and love rolling up our sleeves and getting our hands dirty more. A career at Gapingvoid isn't easy, but we can promise you, it'll be meaningful. If you're thinking, hell yes right now, we should talk.

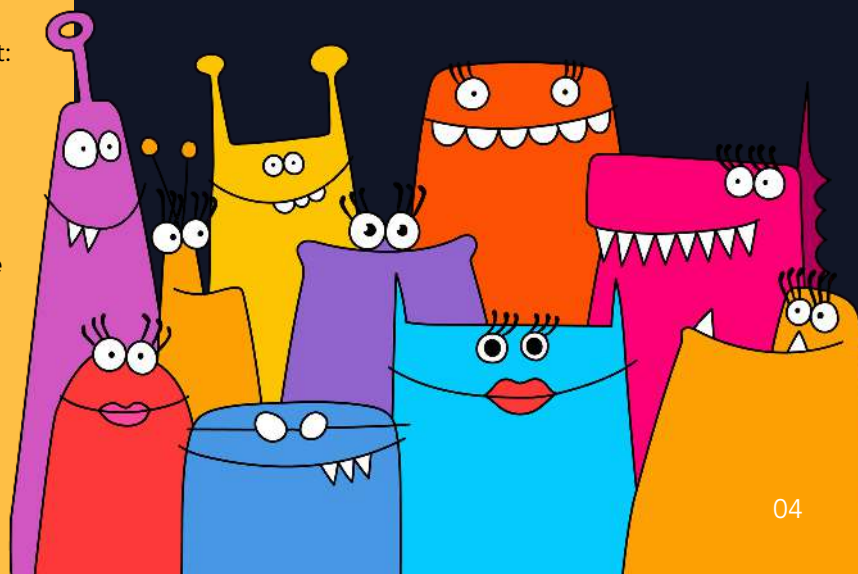
WHERE WILL YOU BE?

We are a 100% distributed workforce, working mostly remotely from our home offices or at the client's offices. As a Communications and Social Media Coordinator, you can expect occasional travel to major events. We're seeking someone flexible who can travel up to 1-2 times per month, as needed (though it will likely be less). We get together as a team twice per year, usually in May and October. Standard business hours are in ET.

We are seeking a full-time candidate to join our team in September 2024. The job is structured with an initial 90-day contractor trial period, providing both you and us with an opportunity to determine compatibility with the role.

Following the trial period, a full-time employment offer with benefits will be extended contingent on a positive performance review.

The performance review will assess your contributions, work quality, adaptability, and overall fit within our team and culture. Compensation during the 90-day trial will be aligned with the full-time salary.



Get Started

- Submit your application pronto (we're hiring on a rolling basis for a September 4th start date)
- We'll review your materials and get back to you as soon as we can! If we think you'd be a good fit for the team, you will be invited to an interview.
- Candidates being considered will participate in a series of 1:1 and group interviews. We may ask that the final interview is done in person.
- Before the 2nd interview, candidates will receive a link to complete a Culture Science Assessment. This is something we do with our clients, as well.
- Writing samples, proof of creative work, skills challenges, and other materials will be requested. This is not about free consulting. Gapingvoid uses such information to discern your creative and technical abilities for this role. No materials produced by candidates will be used for commercial purposes.
- Before an offer is extended, background and reference checks will be completed.
- If you have questions at any step of the process, please reach out to us at people@gapingvoid.com

APPLY NOW

people@gapingvoid.com
www.gapingvoid.com
[@gapingvoid](https://www.instagram.com/gapingvoid)

NEXT STEPS

- 01  APPLICATION SUBMISSION & SCREENING
- 02  INTRODUCTORY INTERVIEW
- 03  QUESTIONNAIRE
- 04  GROUP INTERVIEW(S)
- 05  WORK SUBMISSIONS
- 06  FINAL INTERVIEW
(this may or may not be an in person interview with Gapingvoid senior leadership)
- 07  REFERENCE CHECK & OFFER