



## DIGITAL MARKETING COMMUNICATIONS SPECIALIST PART TIME INDEPENDENT CONTRACTOR POSITION

ASIYA is a modest activewear social-business, focused on the mission of increasing sports participation and physical activity among Muslim girls and women. The company is a pioneer in sports hijabs, which are enabling Muslim girls and women to be active while upholding religious beliefs.

Based in Minneapolis, MN, ASIYA was founded in 2016. The company was first-to-market with a sports hijab in the United States, and is continuing to develop new modest activewear product lines. Visit our website at [asiyasport.com](http://asiyasport.com).

We are hiring for a Digital Marketing Communications Specialist to increase awareness and engagement with our brand and product offering.

### **Job Description**

As a pioneer in modest activewear, our brand is leading voice in around building inclusive sports programs and the value of physical activity and sports participation for Muslim women (of all ages). The Digital Marketing Communication Specialist will lead our on-going online communication efforts, to build our brand and promote our products.

### **Responsibilities**

- Social Media - Plan, create, execute and manage weekly social media content
- Email Marketing - Plan, create, execute and manage email marketing content

### **Job Qualifications and Skills:**

- College degree or equivalent experience preferred
- 2+ years of professional or relevant experience in digital marketing communications
- Experience creating and executing content for Instagram, Facebook, Twitter, and Pinterest
- Understanding of how social media algorithms work, and tactics for getting our message in front of more people with a limited advertising budget
- Experience creating and executing email campaigns on Mailchimp, or similar email management platform
- Basic graphic design skills or general eye for design, and able to create content through either professional design tools (Adobe Suite) or online tools such as Canva
- Passion or experience with modest activewear
- Self-starter and excellent communicator

### **Compensation & Perks**

- Competitive hourly wage
- Remote work
- Be a part of a fun and talented team!

## **How to Apply**

If you have drive, resourcefulness, creativity and a track record of success, we'd love to talk to you about joining our team. Please submit resume and cover letter to [hello@asiyasport.com](mailto:hello@asiyasport.com). For the cover letter, we would like you to provide the following:

- Explanation of why you are passionate about modest activewear and/or ASIYA's mission
- Sample work product: please create & provide 2 sample Tweets and 2 sample Instagram posts to introduce our new Swim Hijab (currently in production)

## **Equal Employment Opportunity**

ASIYA Modest Activewear is committed to equal employment and advancement opportunity for all employees and candidates for employment without regard to race, color, ancestry, national origin, religious creed, gender, physical or mental disability, veteran status, sexual orientation, age or marital status in accordance with the applicable laws and regulations.