

# Digital Media Consultant

**Organization:** American Institute for Boys and Men

**Program:** Boys & Men Online

**Location:** Remote

**Term:** July - December 2026, with the possibility of continued work as a longer-term contractor

**Time commitment:** Part-time; exact hours to be determined

**Compensation:** Half-time hourly contract (~20h per week); rate to be determined based on experience.

## About AIBM

The American Institute for Boys and Men is a nonpartisan research and policy organization focused on the wellbeing of boys and men in the United States. We produce rigorous research, commentary, policy analysis, events, and public-facing resources to help boys and men thrive in their families and communities.

Boys & Men Online is a program of AIBM studying how digital technologies shape the lives of boys and young men, with a focus on sports betting, pornography, gaming, AI companions, and online communities. The goal of the program is to bring evidence, nuance, and practical solutions to debates that are often dominated by alarmism, stigma, or silence.

## Position Overview

AIBM is hiring a paid Digital Media Consultant to support the communications and editorial work of the Boys & Men Online program. This is a hands-on role for someone who enjoys translating research and policy ideas into clear, engaging digital content.

The consultant will help us edit podcast and video clips, draft social media copy, support our editorial calendar for [menonline.org](http://menonline.org), create simple charts and graphics, identify potential creator partners, and track online conversations about boys, men, technology, and digital wellbeing.

This role is well suited for someone interested in digital media, public policy, social science research, journalism, youth culture, mental health, technology, or nonprofit communications. It could become a longer-term paid contractor role for the right person.

# Responsibilities

The consultant will support some or all of the following:

## Short-form video and audio

- Edit podcast clips, webinar excerpts, and short videos using Descript or similar tools.
- Identify evocative moments from interviews, webinars, and events that could work well on social media.
- Draft titles, captions, and short descriptions for video clips.
- Help prepare clips for LinkedIn, Instagram, YouTube, TikTok, and Substack.

## Social media and copywriting

- Draft social media posts for AIBM staff and program leaders.
- Suggest timely responses to relevant news, research, and public conversations.
- Turn research findings and commentary into accessible social content.
- Help maintain a tone that is rigorous, fair, nonpartisan, and clear.

## Newsletter and editorial support

- Help maintain the Boys & Men Online Substack editorial calendar.
- Review draft Substack posts for titles, thumbnails, graphics, and social hooks.
- Suggest ways to make posts more engaging without sacrificing nuance.
- Track upcoming publications, webinars, events, and media opportunities.

## Charts, graphics, and data storytelling

- Create simple charts using Datawrapper or similar tools.
- Adapt charts and graphics for newsletters, reports, and social media.
- Help make research findings easier to understand for non-specialist audiences.

## Creator and partner research

- Identify creators, podcasters, journalists, researchers, and organizations who could help us reach young men, parents, educators, policymakers, and funders.
- Track potential partners in areas such as sports betting, gaming, pornography research, AI companions, mental health, digital wellness, and online community.
- Help prepare short background notes on potential collaborators.

## Social listening and trend tracking

- Monitor public conversations about boys, men, digital addiction, sports betting, gaming, porn, AI companions, loneliness, and online community.

- Help identify emerging narrative frames, influential voices, and recurring questions.
- Support monthly Boys & Men Online communications meetings with short updates and ideas.

## Qualifications

We are looking for someone who is:

- A strong writer with good judgment and attention to tone.
- Comfortable turning complex ideas into clear, concise copy.
- Interested in boys and men, technology, mental health, digital culture, research, or policy.
- Familiar with social media platforms and how ideas spread online.
- Able to work independently in a remote environment.
- Organized, responsive, and comfortable managing multiple small projects at once.
- Open-minded and comfortable working on sensitive topics with care and maturity.

## Helpful but Not Required

- Experience with Descript, CapCut, Adobe Premiere, DaVinci or similar editing tools.
- Experience with Datawrapper or basic data visualization.
- Experience making content and/or writing for LinkedIn, Substack, Instagram, TikTok, YouTube, and X.
- Background in journalism, communications, public policy, social science, or digital media.
- Familiarity with creator culture, podcasts, online communities, Discord, Reddit, gaming, sports media, or youth culture.

## How to Apply

Please send the following to [careers@aibm.org](mailto:careers@aibm.org) by **July 7**:

1. A resume (and LinkedIn profile, if applicable).
2. A brief note explaining why you are interested in this role.
3. Link to portfolio or two samples of relevant work, such as a social media post, short video, article, newsletter, graphic, chart, or class project.

AIBM is an equal opportunity employer. We welcome applicants from a wide range of backgrounds and perspectives.