



Job Description

Social Media and Outreach Internship (Federal Work Study) – Student Assistant II

Duration: As soon as possible – May 15, 2018 (8-10 hours a week)
Location: 72 Fifth Ave, 7th Floor, New York City or remotely
Supervisor: Associate Director
Title: Social Media and Outreach Student Assistant - II

Background

Equity for Children/Equidad para la Infancia (EFC), a center within the Studley Graduate Program in International Affairs (SGPIA), is a pioneer and leader in the movement for equity through direct action and support of initiatives and programs that advance the agenda of children's rights and wellbeing. We work to advance equity for children by creating and disseminating research about policies affecting the most underserved populations and programs that raise innovative solutions. We engage with children and youth to help shape responsible future leaders who realize the importance of equity-focused policy for themselves and for society in general. Founded in 2006 by SGPIA Professor Alberto Minujin at The New School, the program provides a global knowledge acquisition tool for policymakers, academics, students, practitioners and all those working to better the lives of children in need. With a presence in New York, Buenos Aires and Mexico City, Equity for Children sponsors independent, critical thinking and debate, original research, teaching and events in person and through its websites in English, Spanish and Portuguese, encouraging shared conversation, vision and knowledge for all those involved in children's rights.

Scope of Internship

Reporting to EFC's Associate Director, the Social Media and Outreach Assistant will focus on developing the social media and online presence of EFC. Additional tasks may be requested to assist with the general communications strategy of the organization. Tasks may include the following, and specific deliverables will be further identified:

I. Social Media

- Research and post relevant articles and information on EFC Social Media (Facebook, Twitter and Linked In) at least three to five times a week
- Help with specific dissemination strategies on social media (i.e. for new research or an event)
- Track number of hits, users, likes, followers, friends and other metrics on a regular basis (once a week or month)
- Propose strategies to improve social media presence
- Tweet and post EFC website content to drive followers to websites

II. Web and Mass Mailing Analytics

- Collect and compile monthly strategic website and mass mailing metrics
- Provide metrics analysis to pull out recommendations and best practices to increase outreach

III. Assist with graphic design needs for other types of communication

- Assist with design for flyers, posters or other documents (i.e. fundraising materials), as needed

IV. Assist with documenting events for the EFC website

As needed (most likely once or twice a month):

- Live post via social media
- Take photos and notes
- Prepare write-ups for the website
- Conduct short video interviews

Qualifications:

- Strong interest in children's rights issues
- Master's student preferred
- Verbal and written fluency in English and Spanish, preferred
- Technologically capable and experienced with Wordpress and HTML; social media platforms expertise with Facebook, Twitter, Instagram and LinkedIn
- Some knowledge of graphic design platforms (photoshop, etc...) preferred
- Some knowledge of video production preferred
- Ability to undertake multiple tasks in a timely manner
- The ability and commitment to work for the agreed hours and days

This is a paid internship provided the applicant has been awarded a federal work study grant.

If you have these qualifications and want to make an active and lasting contribution that promotes equity for children, please submit a cover letter and resume to Beatrice Mauger at Beatrice@newschool.edu with the subject line '**Social Media and Outreach Student Assistant – Equity for Children.**'