



## **Job Description**

### **Social Media and Outreach Internship**

Duration: As soon as possible – May 15, 2017 (8-10 hours a week)  
Location: 72 Fifth Ave, 7<sup>th</sup> Floor, New York City or remotely  
Supervisor: Associate Director  
Title: Social Media and Outreach Intern

#### Background

Equity for Children/Equidad para la Infancia (EFC) 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 Professor Alberto Minujin of the Julien J. Studley Graduate Program in International Affairs (SGPIA) 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 intern 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 times a week in English and Spanish
- 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 on Facebook Equity for Children / Equidad para la Infancia 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):

- 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 students preferred.
- Working towards a degree in the field of global development or international affairs, preferred
- Verbal and written fluency in English and Spanish
- Technologically capable and experienced with Wordpress and HTML; social media platforms expertise with Facebook, Twitter and LinkedIn
- Ability to undertake multiple tasks in a timely manner
- The ability and commitment to work for the agreed hours and days

The internship is unpaid however course credit can be arranged.

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 [equityforchildren@newschool.edu](mailto:equityforchildren@newschool.edu) with the subject line **'Social Media and Outreach Intern – Equity for Children.'**