

Social Media Coordination and Content Creation Internship

Duties and Responsibilities:

The mission of NECIC is to improve the quality of life and economic landscape of the North End community of Mansfield. Our vision is that by 2028 the North End will be the leading engine of economic vitality, arts, and positive youth and civic engagement. The North End is a low-income neighborhood that consists of census tracts 6, 7, and 16. We are looking for a **current college student** for a Social Media Coordination and Content Creation internship. The goal of this position is to clearly and consistently convey the mission and vision of NECIC. Responsibilities will include, but are not limited to, the following:

- Write and distribute press releases;
- Ensure effective communication and consistent messaging/branding of NECIC among staff, board, the public, and funding entities;
- Maintain an editorial calendar, ensuring that all internal events are consistently shared;
- Manage the creation and dissemination of printed publications for education, development, and administration purposes. Includes brochures, newsletters, fliers, etc;
- Create promotional material for our events online (email) and through social media;
- Attend and take pictures of our events;
- Manage, create, and update content for our website;
- Promote our citizen journalism projects, in which we encourage citizens to write content about issues they care about in the neighborhood;
- Implement a consistent and appropriate social media presence for our accounts;
- Conduct media relations programs for selected events, activities, or initiatives;

Qualifications:

Qualified applicants will be pursuing a post-secondary degree in communications, journalism, marketing, public relations, or related areas. Applicant should have an excellent writing ability and an interest in asset-based community development, media, social media management, and related topics. Applicant should have strong skills in media/public relations, working with diverse populations (e.g socioeconomic or race), and social media management. *Note: due to staff constraints, the intern would be required to manage the front desk on Tuesdays and Thursdays.*

Compensation: \$9.40/hour for 37.5 hours/week. Hours fluctuate, usually 8am-4:30pm (with a 30-min paid lunch) but there will occasionally be evening and weekend events to cover as well.

Send resume and 1-page cover letter to:

Beth Reitler, Director of Operations
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