

Newark Educators' Community Charter School

9-11 Hill Street

Newark, NJ 07102

www.newarkeducators.org

Title: NECCS Social Media Intern

Objective:

The **Level 2** intern will work closely with key members of NECCS staff and administration to build up online branding with social media presence and gaining visibility for our school. For purposes such as networking job promotion, and external promotions to increase student registration.

Description:

The Social media intern is responsible for assisting with the development and execution of the school's social media platform. Our ideal rockstar intern is a creative, forward-thinking, social media wizard. You're self-motivated, hard-working, and must be a fast learner. You're organized and detail-oriented. You have an eye for compelling imagery, creative flair, and are interested in content/social media creation and marketing. Effective utilization of key social media channels like Facebook, Twitter and Instagram etc are required. Previous experience building a social media presence and engaging an audience for another brand or for yourself, Be full of fresh ideas; skilled at planning, organizing, prioritizing and working on simultaneous projects with an attention to time management. The perfect candidate must be a polished and confident communicator.

Schedule: Adjustable

Key Responsibilities:

- Streamline the schools social media accounts(Facebook, Twitter, Instagram) to ensure content is uniform and always available
- Implement and maintain online presence
- Monitor and reply to comments and tweets from families
- Post jobs opportunities when needed
- Post updates regarding ongoing and upcoming events
- Creating & maintaining Polls
- Ensure the school's info is updated in all platforms
- Work with the school's principal to create content for all platforms (graphics, video)
- Have a sense of humor, quick-wittiness, and seek creativity of thought when applicable.

Requirements:

- Experience/promoting social media determining the growth of where the traffic is coming from
- Experience with Adobe Photoshop, Premiere Pro or similar programs.
- Great writing skills and attention to detail.
- Willing to work as part of a team.
- Always willing to learn.
- Superior communication and interpersonal skills
- Tech savvy with a passion for mobile technologies, innovation, and emerging categories
- Entrepreneurial spirit with thirst to be a part of a great opportunity

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Criteria for Success:

As evidence for success NECCS will be able to experience

- A 15% growth on social media visits (From 100 visits a week to 250 visits)
- student registration will see a 10% growth on our waiting list for grades 1-2.
- more families and community members around Newark will visit or call the school regarding registration

Report to:

- Administrator & Information Technology Staff members

Interested Candidate:

Please email dgonzalez@newarkeducators.org. David Gonzalez, IT or Principal, D. Velez

[@dvelez@newarkeducators.org](mailto:dvelez@newarkeducators.org)

Compensation: This is an unpaid position; however NECCS will offer a stipend to qualified individual to offset some traveling expenses.