SOCIAL AND DIGITAL MEDIA INTERN - JOB DESCRIPTION

The Social and Digital Media Intern will play an active role in the development of HCD’s online community. Under the supervision of the Marketing & Communications Administrator, the intern will maintain the HCD’s presence on various social media platforms and help create and publish content that is relevant to our customer base. He/she will regularly analyze and report on the activity on social media networks as well as the HCD website. He/she will also assist in maintaining the HCD’s archive of digital images, videos, and other content. The intern will learn how to reach communities, and promote events or programs through the internet and gain experience in social media platforms and the tools used to assess their performance.

RESPONSIBILITIES

Social Media

- Updates Facebook, Twitter, and Pinterest accounts.
- Responds to posts or comments to bring value to user’s interactions with HCD.
- Posts school news and announcements in a timely manner using appropriate content from the weekly E-Newsletter. Post and interacts with local or relevant organizations and interest groups.
- Performs research to find articles, stories, resources, or other content that is relevant to our customer base and posts it to our social networks in a manner that invites conversation and interaction.
- Updates social media accounts with current and relevant photos, video, or other content from HCD activities and events.
- Grows HCD’s online social networks by increasing fan-base and interactions.
- Maintains current information in Google+, LinkedIn, and Yelp accounts.
- Completes other social media projects as assigned.

Digital Media

- Uploads HCD photos and videos to the appropriate server or DropBox account.
- Organizes digital images according to purpose (print or web) and designated program categories.
- Completes other digital media projects as assigned.

Research

- Regularly observes the online activity of model organizations researches and reports on “social media best practices”.
- Completes other research projects as assigned.

Analytics and Reporting

- Uses Google Analytics to assess trends and activity on the HCD website.
- Uses Facebook Insights to assess trends and activity on the HCD Facebook page.
- Under the supervision of the Marketing and Communications Administrator, reviews data on the performance of social media platforms and adjusts plans or strategies to optimize reach.

REQUIREMENTS

- Creative self-starter who is comfortable with both taking initiative and working in collaboration.
- Detail oriented with strong written and verbal communication skills.
- Experience with Microsoft applications, basic photo-editing software, and internet browsers. Experience with Photoshop and InDesign a plus.
- Familiarity and facility with mainstream social media platforms, including but not limited to Facebook, Twitter, Pinterest, Yelp, LinkedIn, and Google+.
- A background in the performing arts is preferred but not required.
- Available to work 5-6 hours per week.

ELIGIBILITY

- For the summer 2013 term, this internship is open to current high school students, recent graduates, and college students. No school credits are available during the summer.
- During the academic year (September – May), this internship is open to currently enrolled college students at the University of Hartford only. College credit may be arranged.
This is a part-time unpaid internship. A computer station is available to use for completing internship projects and tasks.

Candidates should maintain a positive attitude under pressure, exhibit a strong work ethic, and enjoy working with a wide range of personalities. This internship will benefit someone who is interested in marketing, performing arts education, community relations, and audience development.

TO APPLY

Please send your resume and cover letter to Emily Wolfram at wolfram@hartford.edu.

About The Hartt School Community Division

The Hartt School Community Division (HCD) is the community arm of the nationally recognized Hartt School of the University of Hartford. We are a regional arts school providing comprehensive instruction in music and dance for people of all ages and experience levels. We serve more than 2100 students throughout Connecticut with locations in West Hartford, Hartford, Simsbury and Middletown.

Our mission is three-fold:
- To ignite and develop a lifelong love of these arts in youngsters with open admission programs in music and dance
- To provide superior training and opportunities for talented young performing artists with career aspirations
- To allow adults to make music and dance a part of their lives, whether they’re reviving an interest or making a bold move into something new.

Our program offers individual and class instruction, frequent performance opportunities, theory classes, master classes, and ensemble experience—all rooted in high quality teaching and solid fundamentals. We encourage our students to enroll in multiple activities to support their whole development as artists.

The Hartt School Community Division is accredited by the Accrediting Commission for Community and Pre-Collegiate Arts Schools. We are proud to be viewed as a national model for community schools based on university campuses.