



Communications and Social Media Intern

Status: Paid, part-time, non-exempt, 21-28 hours/week in Summer 2023

Reports to: Director of Public Affairs

The Statue of Liberty-Ellis Island Foundation seeks a part-time Communications and Social Media Intern. The non-profit Foundation, one of the most successful public-private partnerships in the country, is excited to welcome its second class of summer interns. This is a chance to work with a highly successful Advancement Team to enhance its social media presence as part of a broader effort to increase brand awareness and set the stage for a major fundraising campaign.

Core responsibilities:

Social Media Coordination

- Participate in weekly team strategy sessions to review and improve social media engagement results and identify content needs
- Prepare and manage monthly social media editorial content calendars (Hootsuite)
- Track and analyze social media analytics, providing recommendations to help enhance audience engagement
- Post content to each active platform, including Facebook, Instagram, Twitter, and LinkedIn

Content Development and Organization

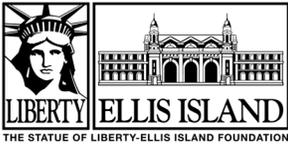
- Propose and help create content designed to maximize the organization's social media engagement (e.g., text, images, videos)
- Help develop and produce public-facing marketing visuals
- Draft content for Foundation blog posts and cultivation emails
- Capture original content at Foundation events and other relevant activities
- Organize and manage the Foundation's photo and video libraries

Communications

- Coordinate with Public Affairs and Family History Center teams to integrate messaging across all external communications platforms (i.e., social media content, blog post topics, History Center exhibits)
- Maintain consistent language and presence across media platforms
- With guidance, engage with followers and key company partners to build brand awareness

Qualifications:

- In-depth knowledge of Facebook, Instagram, Twitter, and LinkedIn
- Bachelor's degree (or currently pursuing) or equivalent experience in marketing, media, communications, or a related field
- Passionate about the Foundation's mission and the areas of immigration, genealogy, historic preservation, and parks



Skills:

- Excellent verbal and written communication skills
- Detail oriented and organized
- Excellent time management skills and self-initiative, comfortable working both collaboratively and independently
- Strong knowledge of Microsoft Office
- Experience managing social media platforms and management tools (Ex: Hootsuite)
- Experience with design (Ex: Canva, Illustrator, Photoshop, etc.) preferred
- Experience utilizing social media analytics preferred

Logistics:

- This internship pays \$15.00-\$15.00/hour for 21-28 hours/week for 10-14 weeks between Memorial Day and Labor Day, 2023.
- The work hours will generally be weekdays between 9am and 5pm, but flexibility is required to accommodate weekend and off-hours events.
- This position will mostly work in the Foundation's offices in Manhattan (17 Battery Place) but will also include time spent on Ellis Island (ferry transportation provided free of charge). 1-2 days/week of remote work may be possible.
- The Intern must be compliant with the Foundation's COVID-19 Mandatory Vaccination Policy as of their first day of work. This policy requires employees to have received the COVID-19 vaccination (including boosters, when recommended) unless a reasonable accommodation is approved.
- Interns will take part in select offerings coordinated by staff, including tours of Liberty and Ellis Islands. Interns will join monthly All Staff meetings, presenting their accomplishments at the end of the program.

Application Process:

- Please email one-page cover letter and resume to: careers@libertyellisfoundation.org with the job title in the subject line. Each file name should begin with the applicant's last name.
- No phone calls, please.

About The Statue of Liberty-Ellis Island Foundation (www.LibertyEllisFoundation.org)

The Statue of Liberty-Ellis Island Foundation is a non-profit that collaborates with the National Park Service in one of America's most successful public-private partnerships. In 1982, President Ronald Reagan asked Lee Iacocca to raise private funds for the historic restoration of the Statue of Liberty and Ellis Island. The Foundation has since created the Ellis Island National Museum of Immigration, constructed the Statue of Liberty Museum, maintained museum exhibits, and funded hundreds more projects on the islands. The organization also developed the free 65-million-record Ellis Island Passenger Database. This resource is available free online and in person at the American Family Immigration History Center at Ellis Island, which is managed by the Foundation. Follow the Foundation @StatueEllisFdn

The Statue of Liberty-Ellis Island Foundation is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law.