

YES! Media Digital Internship

Team

- Editorial Team

Supervisor

- Web Producer & Social Media Coordinator

Key Responsibilities

1. Assist Web Producer to strategically schedule new and evergreen web articles for optimal reach and engagement on social media.
2. Assist Web Producer in shepherding articles through production process: CMS layout, social media posts.
3. Assist Web Producer to create social-only content that promotes articles and keeps YES! social channels relevant.
4. Assist Web Producer in development and execution of editorial social media strategy, including engagement campaigns.
5. Participate fully in daily check-ins and editorial discussions and meetings.
6. Support the Editorial Team with your interests and expertise.
7. Support the organization with your interests and expertise.

Tasks and Time

50% social media posting, strategizing, and content creation

50% assisting with web production

Specific skills and knowledge

- Familiarity with digital news production
- Familiarity with emerging social media platforms and trends
- Fast learner and able task juggler
- Ability to actively listen to and incorporate others' feedback
- Ability to problem solve
- Ability to bring energy and creativity to editorial processes
- Familiarity with journalism and industry standards
- Ability to work with standard publishing tools: Photoshop, Word, Excel, Dropbox

- Ability to work with metrics tools to inform strategy (e.g., Google Analytics, Parse.ly, CrowdTangle, etc.)
- Ability to work with email newsletter platforms: (e.g., Campaign Monitor)

- Ability to work with digital publishing tools: (e.g., WordPress, Microsoft Office, Google Docs/Sheets, Photoshop, Dropbox, etc.)
- Experience working with html, CSS, or javascript a plus