# Department of Educational Leadership

## Social Media Assistant

### Application Details – Period, Process & Required Materials:
- Now– Friday, April 13th; Submit a cover letter and résumé via email to helen.schafer@uconn.edu with subject line, “Social Media Assistant” - {Your Name}; Résumé and Cover Letter

### Eligible Class Standings & Minimum GPA:
- Sophomore, Junior, Senior; 2.00/4.00

### Credit, Compensation & Hours:
- The Department of Educational Leadership is open to working with academic departments to arrange credit for this internship. Please see guidelines for earning academic credit for your internship at https://career.uconn.edu; Unpaid; Between 5-10 hours a week

### Description of Internship Site:
- The Department of Educational Leadership is located with the NEAG School of Education and is comprised of both undergraduate and graduate programs.

### Internship Site Website:
- [https://edlr.education.uconn.edu/](https://edlr.education.uconn.edu/)

### Description of Internship Position:
- The Social Media Assistant will work directly with Digital Media Manager and student Social Media/Digital Assistant (also a student intern) to support UConn’s Department of Educational Leadership (EDLR) social media presence and marketing efforts. The Social Media Assistant will support ongoing and newly developed marketing initiatives by assisting in the planning, design and implementation of marketing strategies using social media and other electronic media. These initiatives are primarily based on the needs of the Department of Educational Leadership, but will also include other ongoing or seasonal promotion. The position performs departmental marketing and communication including, but not limited to, writing blog articles, developing web content, producing Instagram and Twitter content, YouTube videos and advertisements, monitoring social media activity, developing and maintaining a photo gallery, working with Design Assistant intern to produce and expand content, and serving on committees as assigned. This position will also assist in researching best practices related to use of social media. This position reports to EDLR’s Digital Media Manager.

### Additional Important Details:
- Required Qualifications: Excellent interpersonal skills with ability to communicate and collaborate with staff and students; Capacity to be creative, deadline-driven, innovative and resourceful in the position; Energetic with a desire to contribute creative, fresh ideas to grow EDLR’s online presence

### For More Information, Contact:
- Helen “Nellie” Schafer, Digital Media Manager
- Department of Educational Leadership, Gentry - Neag School of Education, ((860)377-3686 or helen.schafer@uconn.edu)