



## **SOCIAL MEDIA INTERNSHIP**

**Blueprint to Artistic Excellence (BAE)**, a NYC based youth arts education nonprofit, is seeking a social media intern. [www.blueprint2ae.com](http://www.blueprint2ae.com) | Instagram: @blueprint2ae | Twitter: @blueprint2ae | FB: @blueprint2ae

### Position Description:

The Social Media Internship is designed to give the Intern an overview of social media public relations in the nonprofit youth education industry. Throughout the course of the internship, Intern will engage in activities and assignments that will cultivate knowledge and provide hands-on experience in relation to social media, including social media management and strategic targeting, press campaign creation and management, securing strategic partnerships and collaborations, and branding.

Reports to: Executive Director, BAE

### Responsibilities

- Work with BAE staff to create and implement a social media strategy across key platforms to increase follows and engagement
- Create regular, uniform content for BAE's social media platforms
- Capture the young artists' experiences during program activities and events
- Capture Board member and staff interactions at meetings or in the office
- Conceptualize clever meme content and short/long-form video ideas
- Communicate effectively in writing and over the phone

### Requirements

- Passion for social media, internet culture and the arts
- Great writing ability & sense of humor
- Familiarity with social media tools
- Ability to prioritize and work collaboratively
- Experience working at a nonprofit organization is preferable but not required
- Experience on camera or growing online communities
- Basic Photoshop skills, a plus

A minimum of 8 hours per week are required for the internship and the intern must complete a minimum total of 120 active work hours to complete the internship.

Compensation: A monthly NYC MTA metrocard

**Send resume and cover letter to [info@blueprint2AE.com](mailto:info@blueprint2AE.com)**