

Highbridge Voices Social Media Intern

Bronx-based youth choir and academic nonprofit, focused on helping children from an underserved neighborhood seeks a tech-savvy college student or recent graduate for a web content development and social media internship. The internship will take place at our facility in the South Bronx, and will also include attending concert and off site events. This is a unique learning opportunity during which the intern will increase the online presence of our small, local non-profit.

ABOUT HIGHBRIDGE VOICES

Highbridge Voices is an extended-day music and academic program in the Highbridge section of the South Bronx. The mission of Highbridge Voices is to use the performing arts to inspire excellence in the lives of children, ages nine to seventeen, living or attending school in the Highbridge community. Each semester, 120 students participating in the choir program prepare a full-length concert comprised of classical, folk, Broadway, and popular choral music which is performed in a number of different languages. This is the musical focal point of the program.

INTERNSHIP DURATION AND COMPENSATION

One semester (January 15-June 15), 8-15 hours per week. This is a non-paid internship with honorarium upon completion.

KEY RESPONSIBILITIES

- Assist in the development of a content strategy for social media, website, and email blasts
- Develop and manage an editorial calendar and policies for new content development
- Monitor conversations and online activity across a variety of social networks and channels
- Develop and maintain content across a variety of social networks (YouTube, Twitter, Facebook, etc.)
- Increase traffic to website and social media pages
- Coordinate new stories, blog posts, and video interviews with external partners and contributors
- Research other nonprofit websites and social media strategies for ideas and inspiration
- Assist in measuring and analyzing the results.

QUALIFICATIONS

- Passion for music education, youth development, and equal access
- Excellent written and verbal communication skills
- Active participation and experience with social media technology (Facebook, Twitter, etc.)
- General familiarity with websites and online publishing, photo editing, and video editing
- Experience with basic HTML
- Current college student or recent graduate

HOW TO APPLY

Please send an email expressing your interest in the position to jobs@highbridgevoices.org with résumés attached as a .pdf or MS word document. In the subject line please write:

Social Media Internship – YOUR LAST NAME

This position will remain open until filled. All properly submitted résumés will receive an email acknowledgement. No calls please.

For more information on our organization, please visit our website at www.highbridgevoices.org.

Highbridge Voices is an equal opportunity employer and does not discriminate on the basis of race, sex, age, religion, or sexual orientation.