



Communications Intern

- Job Description -

The Hunt Institute's mission is to provide unbiased research, technical expertise, and learning opportunities that equip and empower educators and policymakers to drive equitable reforms and become audacious champions for education.

Since its establishment in 2001, The Hunt Institute has emerged as a recognized and credible leader in the movement to transform American public education and a go-to source for reliable, objective, and timely information. The Institute works at the intersection of education policy and politics, supporting state and national officials and empowering them to transform education. The Institute's mandate is to inspire and equip elected officials and senior policymakers to make informed decisions that improve the lives of all children, with its primary audience consisting of governors, legislators, and other elected and state-level policymakers.

Position

This internship provides a hands-on learning experience offering meaningful and practical work related to the student's career interest in a professional environment. Undergraduate students (who have completed their sophomore year) or Graduate students working toward a degree in communications, journalism, media relations, public policy, political science, or a related field are encouraged to apply. Our most successful interns will have strong writing, analytical, social media, and multi-tasking skills. The Hunt Institute's Communications Intern will work directly with The Institute's Communications & Marketing Manager and Communications Team, as well as the Vice President and Policy Analysts, to support The Institute's communications and marketing efforts across all programs.

This internship is part-time (10-20 hours per week). Interns will receive an hourly rate, and class credit can also be arranged. The preferred summer internship term is late May 2021 – August 2021. For fall internships, the preferred term is late August 2021 – December 2021.

Responsibilities

- Assist in drafting social media language and content across all social media accounts including Twitter, Facebook, Instagram, YouTube, and LinkedIn, as well as maintaining social scheduling and daily engagement.
- Monitor print and digital media for coverage that includes mention of programs, policy reports, and experts
- Develop ideas on how to better engage audiences and drive digital engagement.
- Conduct benchmarking and assist in collecting metrics across social and web platforms, running analytic reports, analyzing data, and providing insights and recommendations.
- Assist in preparing and distributing press releases.

- Research and identify relevant media targets and update media contact lists across states to reflect editorial staff and beat changes.
- Assist with blog and webinar content including drafting and editing copy and maintaining general file organization.
- Assist with email marketing including content development, A/B Testing, online event registration pages, and capturing analytics.
- Assist with growing The Institute's email list, including segmentation.
- Perform other duties as assigned.

Qualifications

- Excellent interpersonal, verbal, and written communication skills.
- Proficiency in Microsoft Word, Excel, and PowerPoint.
- Ability to prioritize, multi-task, and maintain attention to detail with competing priorities.
- Effective project management and time management skills.
- Ability to work both independently and as part of a team.
- Ability to synthesize information and present findings or recommendations to stakeholders.
- Ideal candidates will demonstrate resourcefulness, good judgement, and willingness to communicate and ask questions when needed.
- Experience is not necessary but encouraged with the following software programs: Microsoft Office Suite, Outlook, Google Analytics, Mailchimp, Hootsuite, InDesign and/or Photoshop, Twitter, Facebook, Instagram, YouTube, LinkedIn, and Cision.
- Current enrollment in a relevant undergraduate or graduate program.

To apply, please submit cover letter, along with a résumé, to applicant@hunt-institute.org with the subject line "Communications Internship – your last name." Final selection is contingent upon successful completion of a background investigation.

Equal Employment Opportunity

At The Hunt Institute, Equal Employment Opportunity is our commitment and goal. All qualified candidates will receive consideration for employment without regard to race, national origin, gender, age, religion, disability, sexual orientation, veteran status, marital status, or any other protected status designated by federal, state, or local law. Applicants are encouraged to confidentially self-identify when applying.