

CISLM Communications and Operations Intern (Part-Time)

The Center for Innovation and Sustainability for Local Media is looking for a Communications and Operations Media Intern to join our team for Spring 2022. The Center supports existing and start-up news organizations through its dissemination of applied research, the development of digital tools and solutions and education/outreach to local news organizations.

Housed in the UNC J-School, the Center is funded by grants from the John S. And James L. Knight Foundation and UNC's Office of the Executive Vice Chancellor & Provost. This position is based in the J-School, but there are opportunities for remote work.

The ideal applicant will possess strong knowledge of the digital media landscape, as well as strong organizational and time-management skills. They will be responsible for interviewing news leaders and writing articles about local news organizations, website projects, monitoring and posting on blogs and social networks, participating in online outreach and promotion, optimizing our website, gathering analytics and data, helping plan events, and other duties as assigned by the CISLM director.

Responsibilities include:

- Pitching and writing blog content about the state of local news, innovation in the field, the success of transformation in local news organizations, etc.
- Create engaging digital and social media content
- Disseminate news and information produced by fellow MJ-school communicators
- Work with the CISLM Director and program coordinator to create and implement strategic social media campaigns.
- Develop content calendars on a weekly and monthly basis.
- Using the Adobe suite to create graphics and a social media scheduling tool to launch posts
- Assist in the general distribution of press releases and media alerts.
- Utilizing Excel to dive into data analytics
- Monitor public discussion across platforms
- Collect and contextualize data and analytics for each social platform
- Share content and plans with affiliate MJ-school account owners
- Alert fellow School communicators to relevant news and updates discovered via social media
- Other duties as assigned by CISLM Director

Pay:

\$10-12/hour for an estimated 15 hours a week

To Apply:

Send Resume, cover letter and a writing sample to cislm@unc.edu