



Promoting smart, fair food policy for New York

Web, Social & Digital Media Editing Consultant

Seeking a self-motivated social media and web development consultant to assist with several CUNY School of Public Health initiatives, including the [NYC Food Policy Center](#), [Corporations and Health Watch](#) and [Healthy Public Policy](#) Research Group.

Responsibilities will include but are not limited to:

Social Media

- Assist in developing and executing social media strategy
- Support updating and management of Social Media platforms including Twitter, Facebook, Youtube, and blogs
- Source and cull content for use in these platforms and in e-newsletter
- Grow following and increase interactions among users

Website Editing and Development

- Manage website updates and maintenance, assist in developing site structure and planning
- Plan editorial schedules, collaborating with other editors, designers, developers, and staff
- Support web content, including research, editing, proofreading, creating and maintaining graphics, and designing Web page layouts, as requested
- Support website content editing and publishing
- Detect and Correct Broken Links
- Create/Use Templates
- Develop Google Analytics goals and apply analysis to development of strategy.
- Search Engine Optimization

Training

- Assist other staff to play appropriate roles in social media and websites

Candidate should have strong experience in Wordpress back-end, Google Analytics and solid track record of successfully managing diverse social media platforms and websites. Knowledge of or background in food policy, social issues, or public health desirable but not required.

This is a part-time (10-19 hours/weekly) position. Compensation is commensurate with experience, and credit may be offered for eligible interns. Please send resume, links to previous work and brief letter of interest to Ashley Rafalow ar@nycfoodpolicy.org by January 17th.