



Promoting smart, fair food policy for New York

Web and Social Media Internship

About the New York City Food Policy Center:

The New York City Food Policy Center develops intersectoral, innovative and evidence-based solutions to preventing diet-related diseases and promoting food security in New York and other cities. The Center works with policy makers, community organizations, advocates and the public to create healthier, more sustainable food environments and to use food to promote community and economic development. Through interdisciplinary research, policy analysis, evaluation and education, we leverage the expertise and passion of the students, faculty and staff of Hunter College and CUNY. The Center aims to make New York a model for smart, fair food policy.

Internship Description and Activities

This internship presents an opportunity for a self-motivated intern to assist with social media communications and strategy, web design and content development for our website, newsletter and social media platforms.

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 our e-newsletter
- Grow followings and increase interactions among users

Website Editing and Development

- Manage website updates and maintenance
- Help plan and execute editorial schedules
- Support website content editing
- Detect and correct broken links
- Search engine optimization

Candidate should have experience working in Wordpress, 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 (10-15 hours/weekly) position for summer 2014, possibly extending through the fall. A stipend will be provided and credit may also be offered for eligible interns. Please send resume, links to previous work and brief letter of interest to Ashley Rafalow ar@nycfoodpolicy.org by June 15, 2014.