

Job Description Communications Intern

About NYCETC

Mission: The New York City Employment and Training Coalition (NYCETC) is the city's association for the workforce development community. Founded in 1997 as the membership organization for New York City workforce providers, NYCETC has played a vital role in the workforce community by advancing policy priorities and convening the sector to build capacity by sharing information and best practices. Currently, we support over 170 workforce providers, colleges and universities, and labor unions that provide job training and employment services to nearly 600,000 New Yorkers.

Values

- Access and Equity: Ensure that every New Yorker gains the skills needed to earn a meaningful income.
- Market-Driven Talent Development: Build strong ties with the business community to invest in employment pathways that grow a diverse & expanded workforce in the innovation economy.

About The Position

- Position Location: New York, NY
 - Due to COVID-19 and travel restrictions, the internship may indefinitely be conducted remotely.
- The internship is paid via stipend and part-time. Willing to work with interns and university to attain academic credit, wherever possible based on school policy.
- Interns work 15 hours per week under the supervision of the Vice President.

Responsibilities

Duties may include the following:

- Identifying, researching, drafting and editing content (text, photos, documents, and multimedia) for online publication (social media and website)
- Maintaining content on website and other online presences according to established policies
- Creating and editing short videos for posting on social media and the website
- Develop 48 editions of the NYC Workforce Weekly
- Assisting in archiving old editions of NYC Workforce Weekly, converting some editions into PDFs
- Contribute to strategies for more effective audience engagement
- Assisting in checking the website for broken pages or pages that are inconsistent with the design of the website
- Proposing new projects for the website and social media platforms and identifying opportunities to reach a wider audience
- Monitoring the website and social media channel usage through the use of various statistical tools
- Media monitoring, fact-checking and related research work for NYC Workforce Weekly stories and content
- Performing additional tasks that may be assigned by the Vice President from time to time

Core Competencies

Communication

- Speaks and writes clearly and effectively
- Listens to others, correctly interprets messages from others and responds appropriately
- Asks questions to clarify, and exhibits interest in having two-way communication
- Tailors language, tone, style and format to match the audience
- Demonstrates openness in sharing information and keeping people informed

Teamwork

- Works collaboratively with colleagues to achieve organizational goals
- Solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others
- Places team agenda before personal agenda
- Supports and acts in accordance with final group decision, even when such decisions may not entirely reflect own position
- Shares credit for team accomplishments and accepts joint responsibility for team shortcomings

Education

To qualify for an internship with the applicants must at the time of application meet one of the following requirements:

- Applicants must be:
 - a. Be enrolled in a undergraduate school program in journalism, communication, media studies, digital communications, filmmaking or related field (second university degree or equivalent, or higher); or
 - b. Be enrolled in the third or final academic year of a first university degree program in journalism, communication, media studies, digital communications, filmmaking or related field (minimum Bachelor's level or equivalent); or
 - c. Have graduated with a university degree in journalism, communication, media studies, digital communications, filmmaking or related field (as defined in (a) or (b) above)
- Applicants must have strong writing skills
- Be computer literate in standard software applications. Experience using social media platforms and data analysis
- Have a demonstrated keen interest in the work of NYCETC and have a personal commitment to the ideals of the Mission; and
- Have a demonstrated ability to successfully interact with individuals of different cultural backgrounds and beliefs, which include willingness to try and understand and be tolerant of differing opinions and views.

Work Experience and How to Apply

- Applicants are not required to have professional work experience.
- Languages: Fluency in English is required. Fluency in Spanish is desirable.
- Assessment: Potential candidates will be contacted by the hiring manager directly for further consideration.
- Incomplete applications will not be reviewed. A Cover Letter, Resume and LinkedIn Profile is required. Please email materials with the subject line "Intern Application - [Your Full Name]" to Annie Garneva at AGarneva@nycetc.org.

The Cover Letter Must Include

- Title of degree you are currently pursuing
- Graduation Date (when will you be graduating from the program)
- List the IT skills, software development and programs that you are proficient in
- Language fluencies
- Explain why you are the best candidate for this role