

POSITION DESCRIPTION

SOCIAL MEDIA INTERN

[Heritage Radio Network](#) | **Bushwick, Brooklyn**

Summer 2017

Heritage Radio Network is looking to fill a part time position for a social media intern. This is a six-month internship, 15 hours weekly (2 days per week), to begin mid-May. This position is unpaid, but can be applied towards school credit.

About Us:

Heritage Radio Network is a grassroots, action-oriented non-profit Internet radio station focused on creating a food world that is more sustainable, equitable and delicious. Our network boasts 35+ entertaining and informative weekly food-focused programs, and a division of writers who produce stories on topics including Advocacy & Food Policy, Agriculture, Hospitality, Science & Tech, Beverage, and more.

Working at HRN means making a serious commitment to improving the food system and helping to create an exceptional workplace. We are a passionate group of hard workers.

Notable guests have included:

Wendell Berry	David Chang	Nathan Myhrvold
Tom Colicchio	Marion Nestle	Ariane Daguin
Anita Lo	Rick Bayless	Eric Ripert
Ruth Reichl	Eric Asimov	Sean Brock
Michael Pollan	Harold McGee	Brooks Headley
Betty Fussell	Mark Ladner	Cesare Casella
Gail Simmons	Lidia Bastianich	Michael Anthony
Jacques Pepin	Robert Sietsema	Dale Degroff
Joel Salatin	Wylie Dufresne	Kate Krader
Mark Bittman	Christina Tosi	Francis Lam
Danny Meyer	Andrew W. K.	Reggie Watts
Florence Fabricant	Steve Jenkins	Darina Allen

Position Overview:

We are currently seeking a part-time social media intern to help increase listenership, boost public awareness, and enhance engagement with our 35+ weekly shows and daily news coverage. This internship is a unique opportunity to engage with a community of journalists, food producers, chefs and leaders. This is a position for someone who is interested in a creative approach to content management and promotion through audio and social media.

The ideal candidate would be a food studies, media, public relations or communications student.

Performance Expectations:

- Curate existing HRN content through audio, web and written features and promotions (think radio remixes of great show moments, blog round-ups, social media shout outs, newsletters, etc.)
- Social media promotion re: radio programs, news pieces and events on a weekly/daily basis
- Aid in the development and implementation of a social media strategy for individual shows and news pieces
- Disseminate relevant promotion and news to our various social media outlets
- Track analytics on social media platforms

Additional responsibilities dependent upon experience and interests.

Success Patterns:

- Well-versed in social media: Facebook, Twitter, Instagram, Tumblr, and blogging
- Familiar with Google Docs
- Some experience with content promotion preferred
- Strong verbal, writing and editorial skills
- Exceptional planning and organization skills
- Socially outgoing
- Professional demeanor
- Self-starter able to set priorities and work independently, or as part of a team
- Adaptable and comfortable with the evolving demands of a small, organization
- Knowledge of/interest in food and agriculture a plus
- Knowledge of photoshop a plus

Desired Personal Characteristics

- Creative
- Passion for using digital tools to create social change
- A love for radio/podcasts!
- Flexible with a strong work ethic

Please submit resume, cover letter and short writing sample to:

info@heritageradionetwork.org