

Eagleton Center for Public Interest Polling (ECPIP)
Job Description: Public Relations and Social Media Internship

Job Title:	Public Relations and Social Media Intern
Supervisor:	Dr. Ashley Koning, Assistant Research Professor and ECPIP Director
Organization:	Eagleton Center for Public Interest Polling (ECPIP)
Location:	Rutgers University, New Brunswick – Cook/Douglass Campus Wood Lawn Carriage House
Eligibility:	Undergraduate or graduate student
Stipend:	Unpaid, but available for course credit (or other possible options)
Dates of Position:	Semester with option to extend Full academic year encouraged, but single semester also possible
Time Commitment:	8-12 hours/week on average; some weeks more, some less

The Eagleton Center for Public Interest Polling (ECPIP) manages the Rutgers-Eagleton Poll, established in 1971 as one of the nation's first university-based statewide public opinion polls. ECPIP undertakes both academic and other survey research and designs opportunities for undergraduate and graduate students to learn how to read, analyze, design, and administer polls.

Summary of Position:

The Public Relations/Social Media Intern will develop, maintain, and expand the online presence of ECPIP, predominantly on Facebook and Twitter. Written strategy plans and assignments will be required weekly throughout the semester. The intern will also keep track of any press received by ECPIP. The intern will work closely with other ECPIP staff.

Tasks will include:

- Maintaining ECPIP's Twitter and Facebook sites with daily postings.
- Updating social media accounts during special events and/or breaking news.
- Expanding our reach by researching and implementing social media strategies.
- Increasing traffic to our online and social media presence.
- Researching the media strategies and mentions of other academic polls and drawing comparisons to ECPIP.
- Keeping track of all press coverage of ECPIP and the Rutgers-Eagleton Poll in the news, as well as a PR list of media and legislative contacts.
- Following New Jersey news, in general, and the issues we are polling.
- Researching scholarly, industry, and popular literature on marketing a public interest organization using social media.
- Attending all weekly ECPIP meetings and preparing short weekly updates/reports on social media presence for ECPIP staff.
- Assisting with press release preparation.
- Composing a blog post (or posts) for the Rutgers-Eagleton Poll blog during the semester.
- Assisting with any other necessary tasks for the Poll as a member of the staff, such as

background research, analysis, data work, and special reports or projects.

- Maintaining confidentiality about all survey instruments, projects, and data until they are published and released to the public.

Qualifications:

- A willingness to learn.
- A desire to promote our academic research institute.
- Substantial computer experience and the ability to familiarize oneself with new programs.
- Substantial professional experience with traditional media sources and social media networks (especially Facebook, Twitter, YouTube, and WordPress); knowledge of audio/visual tools, video creation, and editing a plus.
- A basic understanding of public opinion polling and how the media uses public opinion data.
- Clear communication skills, including frequent email checking and timely responses.
- Excellent attention to detail.
- Strong problem solving and organizational skills.
- Ability to adhere to tight deadlines and handle multiple projects that may overlap.
- The ability to work independently and, at times, as part of a team.

Please submit a resume and cover letter regarding experience and skills by email only. Application review will begin immediately and continue until the position is filled.

Eagleton Center for Public Interest Polling
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