Job Description: Website and Content Media Internship
Fall 2013

Job Title: Website and Content Media Intern
Supervisor: Dr. David Redlawsk and Ashley Koning
Organization: Rutgers Eagleton Center for Public Interest Polling (CPIP)
Location: Rutgers University, New Brunswick – Cook/Douglass Campus
Eagleton Center for Public Interest Polling, Wood Lawn Carriage House
Stipend: Unpaid, but available for course credit
Dates of Position: Fall Semester (September – December 2013)
Time Commitment: 8-12 hours/week

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 Website/Content Media Intern will primarily be responsible for the Rutgers Eagleton Center for Public Interest Polling website. The intern will maintain, develop, and expand the current site. In addition, the intern will create and implement a content media strategy for the Poll that utilizes original video and audio to enhance findings, reports, and news from the Poll that will be displayed on the website. Written proposals and assignments will be required throughout the semester. The intern will work closely with Eagleton CPIP staff on this project and receive weekly feedback.

The intern will develop an outline of all content that will regularly have to be updated on the website and will work with CPIP staff to create an “editorial calendar” for the site. Each staff member will be required to produce content for the site and to work with the website intern to post the new content by the time indicated on the calendar. The website intern will have to make sure all content is updated by all staff members responsible for content at the times scheduled in the editorial calendar.

The intern will also be responsible for strategizing and implementing a content media plan, determining what CPIP’s capabilities are for hosting such content as podcasts, video/audio interviews, or video/audio clips on the official website. The intern will be responsible for the planning, preparation, and production of this content and will brief the staff on how best to include this type of media on the site.
Tasks will include:

• Researching literature on and techniques for website maintenance and content media most effective to our operation.
• Attending all weekly CPIP meetings.
• Maintaining CPIP website.
• Drafting, organizing, and implementing a content media strategy plan throughout the course of the semester.
• Maintaining an “editorial calendar” and making sure other staffers provide content for website in a timely fashion.
• Researching websites and content media strategies of other polling institutions.
• Assisting with press release preparation.
• Following New Jersey news in general and the issues we are polling.
• Composing 3-4 blog posts throughout the semester.
• Assisting with any other necessary tasks for the Poll as a member of the staff.

Qualifications:

• A willingness to learn.
• A desire to promote our academic research institute.
• A basic understanding of what a public opinion poll is and how the media uses public opinion data.
• Computer experience and the ability to familiarize oneself with new programs.
• Experience and comfort with website design and maintenance.
• Experience with creating and producing content media.
• Strong organizational skills, ability to maintain/follow/enforce schedules, and attention to detail.
• Clear communication skills, including frequent email checking and timely responses.
• High quality research skills.
• Interest in national and local politics.
• The ability to work as part of a small team as well as be a self-starter who likes to work independently.

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.

Ashley Koning
Eagleton Center for Public Interest Polling
Manager, Rutgers-Eagleton Poll
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*If interested only in the website maintenance aspect or only in the content media aspect, please still inquire.*