

**Job Description: Public Relations and Social Media Internship
Fall 2015**

Job Title:	Public Relations and Social 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 2015; option to extend commitment to full 2015-2016 academic year
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 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:

- Attending all weekly ECPIP meetings and preparing short weekly reports on social media presence for ECPIP staff.
- 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.
- Assisting with press release preparation.
- 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 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.
- Composing blog posts throughout the semester.
- Assisting with any other necessary tasks for the Poll as a member of the staff.

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Rutgers-Eagleton Poll*

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 what a public opinion poll is and how the media uses public opinion data.
- Strong organizational skills 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.

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