

## State Historic Preservation Office - Social Media Internship

SHPO administers a range of federal and state programs that identify, register and protect the buildings, sites, structures, districts and objects that comprise Connecticut's cultural heritage.

The office is currently seeking a social media intern to assist with elevating the office's social media presence. Additional work on the SHPO's monthly newsletter may be required. Duties will include:

- Responding to messages on Facebook, Twitter, YouTube and Instagram.
- Gaging audience receptivity and developing strategies for inspiring our followers and fans to connect and participate in our upcoming campaigns.
- Writing and posting effective, inspiring, and engaging daily content for all of the SHPO's social media pages.
- Engaging with relevant social media trends and popular platforms to expand and enrich the SHPO's outreach.
- Creating a clear monthly Social Media calendar with the language for all social media platforms (FB, Twitter, YouTube and IG).
- Maintaining all SHPO's social media platforms, making sure each platform is up to date and interconnected.
- Leveraging apps like Hootsuite and tracking weekly progress on all social media platforms via Google spreadsheet
- Developing and implementing a system where the SHPO and the preservation community can effectively share upcoming events, campaigns, and content to be featured on our social media pages.

### Desired Skills and Qualifications

The Social Media Intern should be able to work between 10-15 hours a week and must possess:

- 1-3 years of experience in effective use of social media for community engagement.
- Resourcefulness and willingness to self-start on social media posts and projects.
- Demonstrated writing and research skills
- Basic photography skills required.
- Must have a valid driver's license.

### Selection and Placement:

Selection will be made by the SHPO. Applications will be accepted on a rolling basis.

Appointments for interns seeking academic credit will be made in accordance to the academic term being considered. Unpaid interns may not independently perform the regular work performed by employees; however they may shadow employees to gain experience and/or assist staff with assignments, conduct research, collect data, etc. as part of their educational experience

State Historic Preservation Office

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as approved by their learning institution. A workable and mutually beneficial relationship between the students, their instructors, and the SHPO is a major goal of the internship program. Every effort will be made to affect a match that is satisfactory to both parties. All internships are unpaid.

**Application:**

Those interested in applying may submit their unofficial transcript, resume, and cover letter which includes the title of your degree program, relevant course list, anticipated date of graduation, if applicable, as well as a brief paragraph that outlines the goal of the internship and the type of experience being sought to: Julie Carmelich, State Historic Preservation Office, Department of Economic & Community Development, 450 Columbus Blvd, Suite 5, Hartford, CT 06103, or via e-mail to [julie.carmelich@ct.gov](mailto:julie.carmelich@ct.gov).

The State Historic Preservation Office of the Department of Economic and Community Development provides equal opportunities to all applicants without regard to race, color, religion, sex, national origin, age, disability or genetics.

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