



Digital Marketing and Residential Life Intern

February 1, 2024 - August 31, 2024

Responsibilities

- Digital marketing content creation and coordination.
- Create content and manage distribution and promotion of content on The Winchendon School's various digital communications platforms including Instagram, X, Facebook, and perhaps TikTok and/or Snapchat.
- Serve as "beat reporter", working with the School's leadership to understand what best stories to be telling each week.
- Learn how to use key resources including Hubspot, Google Analytics, and other tools that will help inform future efforts (must be self-directed and independent learner).
- This role is effectively a "21st century *People* magazine writer", telling the story of the life of the School in highly engaging and short to very short stories incorporating text, images, and/or video.
- Residential life intern.
- Join either 1 or 2 duty teams a week and a regular weekend duty team.

Required Skills, Habits, and Attributes

- Good writer and able to do own proofing - quality control.
- Able to complement stories with images and even very short video.
- Flexible - never know when or where the next good story is going to occur.
- Either knows or is excited to quickly learn the functioning and interoperability of various social platforms - self-directed learner.
- Excited to get to know the students and be part of the life of the school.
- Be the responsible adult in mentoring and supporting high school students.

Application process

- In 300 words or less, describe a fun or heartwarming event that you have experienced or observed recently, and pair it with at least two images that help tell the story.
- Create a mock Instagram post that would reflect any recent highlight of your own experience.

\$20 per hour, with benefits.

Submit resume, essay with pictures, and instagram post to Colleen Anderson, Human Resources Director, at canderson@winchendon.org.

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Winchendon, MA

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New York, NY