

HCN

High Country News Digital Intern

General Statement of Duties

The HCN digital intern helps develop and execute strategies to reach and grow our readers using social media. The HCN intern helps raise the profile of the publication in the digital realm.

Example of Duties

Work with the Digital Editor to create and implement social media campaigns to reach current and new readers.

Monitor analytics with social media team to identify viable ideas.

Create engaging social media content.

Assist with other data-driven, creative, measurable social media, media and audience engagement activities.

Special Skills, Knowledge and Experience

An interest in journalism, social media and digital engagement.

An interest in learning how to attract and retain readers across multiple demographics, especially in the Western United States.

Excellent oral and written communication skills.

In-depth working knowledge of Facebook, Twitter, Instagram and other social media platforms.

Experience in several aspects of audience engagement, including:

- Social media programming, from strategy and scheduling to creating individual posts and broad content packages
- Online community management and measurement
- Organic social media promotion and measurement
- Data analysis and experimentation