

National Underground Railroad Freedom Center

SOCIAL MEDIA INTERN

SPRING, 2011

Job Description

The National Underground Railroad Freedom Center opened in August 2004 on the banks of the Ohio River in downtown Cincinnati, Ohio. Our purpose is to tell the story of the struggle for freedom in the United States through exhibits and programs that focus on America's battle to rid itself of the ugly scourge of slavery and treat all its citizens with respect and dignity. The underlying theme of the Underground Railroad, which we reinforce with programs, presentations and children-focused activities is that the path to freedom—historically and in contemporary times—is a constant struggle requiring courage, perseverance, and cooperation among people of diverse backgrounds willing to help one another. In addition to five major permanent exhibitions, we present a full calendar of changing exhibits, programs, and activities throughout the year.

The social media intern at the National Underground Railroad Freedom Center will be instrumental in increasing our social media presence and visibility for our mission and programs/events.

Responsibilities include the following:

- Monitor and engage on Twitter, Facebook and YouTube
- Post current events and programs on Twitter and Facebook – videos to be placed on YouTube and used in blog
- Internet research to find learn about best practices
- Research for Freedom Center blog posts
- Follow and list appropriate people on Twitter
- Communicate exciting news
- Track Facebook, Twitter, and YouTube statistics
- Track key performance indicators

Requirments:

- Familiar with Twitter and Facebook
- Passionate about Social Media
- Friendly and conversational
- GPA at least 3.0
- Must be detail oriented, team player and technologically savvy
 - Must be comfortable with Microsoft Excel

For more information and instructions to apply for this position, please visit our website at www.freedomcenter.org.