



**Department of
Education**

Carmen Fariña, Chancellor

**NYC Department of Education
2016 Summer Internship Program
Project Form**

INTERNSHIP TITLE:

Communications and Social Media Intern

DIVISION/OFFICE:

Teaching and Learning/ Office of Strategy and Support (OS&S)

ADDRESS:

52 Chambers Street, Room 315, New York, NY, 10007 (Tweed)

OFFICE DESCRIPTION:

The Office of Strategy and Support (OS&S) works with offices throughout the Division of Teaching and Learning to actualize the DT&L instructional vision, values, and other high-priority initiatives defined by the Deputy Chancellor. The office is responsible for developing structures and systems to increase collaboration across teams, improving the coherence of Central office communications and policies for schools and building the professional capacities of DT&L staff members. Through this strategy, DT&L can create conditions for all schools to continuously learn and pursue school improvement.

INTERNSHIP RESPONSIBILITIES:

- Partner with Organizational Strategy Consultant to curate content and copyedit the DT&L Buzz (monthly divisional newsletter)
- Support the Director of Communications to create alignment among digital materials throughout the division
- Support the Director of Communications to update the DT&L Style Guide
- Help launch social media campaigns to highlight summer events throughout the division
- Attend summer events and create event summaries for the DT&L Buzz
- Work with Director of Communications, Organizational Strategy Consultant, and the Knowledge Sharing team to support logistics and engagement for the pilot of the DT&L Community (an online community to extend the reach of our community building activities)

QUALIFICATIONS/SPECIAL SKILLS/AREA OF STUDY:

- Major with a strong emphasis in writing and editing (e.g. English, Philosophy, Sociology, Communications)
- Versed in using social media platforms (e.g. Twitter, Facebook, LinkedIn) in a professional setting
- Personable and open to working with a variety of constituents
- Self-starter and comfortable with taking initiative

SALARY INFORMATION:

This is an unpaid internship.

ADDITIONAL INFORMATION/COMMENTS (Optional):