



**NYU**

GRADUATE SCHOOL  
OF ARTS & SCIENCE

**PUBLIC HUMANITIES INITIATIVE IN DOCTORAL EDUCATION  
2020-2021 INTERNSHIPS**

**JOB TITLE:** Content Producer Fellow  
**ORGANIZATION:** Beyond the Tenure Track  
**LOCATION:** Remotely

## **ORGANIZATION DESCRIPTION**

Beyond the Tenure Track equips graduate students and PhDs to explore and expand their professional opportunities within and beyond the academy. We are passionate about preparing academics to flourish in diverse professional paths and leadership roles. We accomplish this through professional development and leadership skills training, curriculum, books, workbooks, and mentorship connections. We serve universities, colleges, and higher education organizations throughout the United States.

Beyond the Tenure Track is primarily an online business that designs and delivers virtual programs and courses as well as on site trainings. Team members work remotely and our headquarters is located in New Jersey.

## **POSITION DESCRIPTION**

Beyond the Tenure Track is seeking a Content Producer (intern) to provide creativity and management skills to develop, copyedit and monitor digital content for our expanding business. In this role, you will support the production of content for the following platforms: our podcast GradSchooled, biweekly email newsletters, social media channels, and occasional mailers and brochures.

You will learn the relationship between content creation and client nurture and acquisition. The best content demonstrates our understanding of our audiences' needs, connects authentically and consistently, and encourages engagement with us and our products/services.

As part of this close-knit company and distributed team, you will work directly with the CEO and Operations Team in a positive, work environment that thrives on organization, excellence, follow through, and creativity. Team meetings are held virtually once a week with periodic check ins throughout the week via Slack or our project management platform. In addition, you will have in person work sessions with the CEO 1-2x per month in NYC or northern NJ, easily accessible by transit.

*Visit [gsas.nyu.edu/public-humanities-initiative.html](https://gsas.nyu.edu/public-humanities-initiative.html) to learn more about the Public Humanities Initiative in Doctoral Education program. This position is only available through this program; please do not contact the host organization directly.*

Our goal is to provide an internship experience to expose you to the professional work environment, enhance your job skills and give you leadership over projects. That means you will work on both the routine stuff and the fun stuff. You will perform routine tasks and be integrated into our team as an active, contributing member. You will also work with your supervisor to design, manage and deliver a couple of fun content-related projects that you can boast about on your professional résumé or portfolio.

## Sample Duties & Projects

### GradSchooled Podcast:

- Assist with identifying podcast guests, to be scheduled by the Operations Team.
- Suggest series topics.
- Create polls to engage our audience in topic development.
- Calendarize episode releases to correspond to company launch calendar and academic calendar.
- Write and/or copy edit episode show notes and related social media quotes.
- Monitor and interpret podcast analytics.
- Research and recommend improvements to enhance the podcast and grow listenership.

### Newsletters:

- Copy edit twice monthly email newsletter that is distributed to higher education administrators and student users.
- Ensure consistency between podcast episodes and newsletter content.

### Social media:

- Create messages and images tailored to our audience, using existing content.
- Ensure consistency in messages across all platforms -- LinkedIn, Facebook, and Instagram.
- Batch and schedule messages, to be posted by our Operations Team.

## QUALIFICATIONS

- You are creative and have impeccable writing and copy-editing skills.
- You are proactive and organized and are able to work toward milestones without lots of supervision.

- You are tech savvy and enjoy learning and working with various technologies.
- You have your own computer/laptop with reliable internet access.
- You are ready to jump into a startup environment and work on a remote team.

You will become proficient in these technologies throughout your internship:

- Libsyn
- Zoom, Uberconference
- Slack
- Wrike, Teamwork
- Google Calendar, Calendly
- Canva
- G Suite (Google Forms, Sheets, Docs)
- Ontraport
- Wordpress
- Fiverr

### **SPECIFIC APPLICATION QUESTION**

What makes great content, and how do you know if a piece of content is doing well?

### **APPLICATION**

- All applications must be submitted through NYU's Public Humanities Initiative online application
- Application deadline: May 1, 2020, 11:59pm