



Niagara Falls National Heritage Area Social Media Internship

The Niagara Falls National Heritage Area offers unpaid internships for high school students, college students and recent graduates. Interns will be required to create and operate a social media project using a social media platform such as Facebook, Twitter, Instagram, Pinterest, YouTube or others. The project will be designed based on the intern's academic background, professional skills, interests, and/or career goals, and fit a NFNHA project need.

Social media interns will gain a broad understanding of how a National Heritage Area functions as well as specific skills related to social media marketing and development. Interns will participate in the ongoing work of the NFNHA and complete a specific social media project that is part of larger initiatives. The internship will include various tasks such as assisting with social media posts, developing material for social media distribution, event/program promotion, photographing/blogging about events and/or programs, conducting research relating to social media projects, creating/designing an intern blog, and other tasks.

As part of the social media internship, the intern will have the opportunity to further develop skills in order to:

- Communicate and collaborate with NFNHA staff and partner sites/organizations.
- Interact with audiences through social media platforms and think strategically about interpretive themes and educational messages.
- Collect and analyze audience feedback to monitor community outreach and impact.
- Produce writing and multimedia products that enhance the NFNHA and partner sites/organizations' connections with audiences.

Qualifications:

- An intern that is professional, dependable and collaborates effectively with NFNHA staff and partners.
- Some knowledge of the Niagara region and/or history.
- Proficiency in social media platforms.

Requirements:

- Projects and/or reports will be due upon completion of the internship, other requirements will vary based on the specific project.
- At least 120 hours over the course of the semester, usually about 8 hours per week.
- Students who wish to obtain academic credit for their internship may do so and must make their own arrangements with their college or university.

To apply, please submit a resume or CV and application to ally@discoverniagara.org for consideration.