Electric America

Title: Media Manager

Location: Bergen County, NJ

Job Type: Part-Time

Compensation Type: Hourly

Start Date: ASAP

Job Description:

Journalist seeks technical manager to manage the content distribution (articles, blog posts, photographic series, video) for her energy & environment photojournalism project, Electric America. Ideal candidate would be a social media star and/or tech wiz to manage and direct the social media strategy and execute across outlets. Candidate must be interested in driving viewership, and building and monitoring audience and engagement. Opportunity for short term help or long term partnership.

Primary Responsibilities:

- Posting blog posts, videos, photos across social media channels
- Managing the timeframe of posting & content distribution
- Collaborating on strategy for increasing viewership
- Website development and maintenance
- Branding strategy
- Engagement monitoring
- Other research tasks as assigned

Qualifications:

- Familiarity with and interest in multiple social media platforms and management apps such as Instagram, Linked-In, Twitter, Facebook, BeLive, Pinterest, Hootsuite, etc.
- Experience engaging with readers via these social media platforms.
- Background in website development or running a blog, website, or social media account.
- The candidate may be interested in the following areas: Technical/web coding & development; Marketing strategy; Social media; Publicity; Visual arts
- Interest in Sustainability and Environmental Affairs, and Storytelling is a plus.
- Excitement, drive, willingness to learn.

Application Instructions: Tell me about yourself! Send your resume to mollyaseltzer@gmail.com along with a summary of your interests and why you want to work with me. Be sure to include where you are located, any commitments for the summer (classes etc.), and what you’re looking for from the position.

About the Organization: Electric America is an energy education project that aims to highlight the sources of electricity in the United States. It involves touring, photographing, and writing about power plants and surrounding communities. The project strives to show the sources of power, transmission and distribution infrastructure, and people working in the energy industry to ultimately connect the power user to the producer. Site visits include facilities powered by natural gas, coal, nuclear, geothermal, hydropower, solar, and wind. The
project is sponsored by the Shapiro Traveling Fellowship at The George Washington University, and is executed in collaboration with the World Resources Institute.

Please visit www.seltzershots.com/electricamerica to see more on the project, and follow on facebook at https://www.facebook.com/electricamerica

Current Platforms

- www.seltzershots.com/electricamerica
- www.facebook.com/electricamerica
- Instagram: @seltzershots
- Twitter: @mollyseltzer
- Linked-in: mollyaseltzer

Disclaimer Information: Monetary compensation or school credit may be available; commensurate upon experience and role.