



Social Media Intern

Job Description

"Inspiring Young Minds, Elevating a Community."

Organization History

Higher Heights Youth Empowerment Programs, Inc. (HHYEP), founded in 2004, is a statewide college access organization that provides college-planning services to school districts, high school students in grades 9 through 12, and their families throughout the State of Connecticut. Our mission is to change the lives of under-represented college-bound students and to Empower, Encourage, and Equip them to obtain a post-secondary education.

Position Overview

Job Title: Social Media Intern

Reports To: Executive Director

Position Type: Internship; 6–10 months, can be credit-bearing

Compensation: Unpaid; academic credit available where applicable

Start Date: Rolling

Location: Higher Heights office — 496 Newhall Street, Hamden, Connecticut (in-office)

Position Summary

HHYEP is seeking a creative, motivated, and tech-savvy Social Media Intern to help expand our digital presence, engage students and families, and promote our programs and events. This is an excellent opportunity for a current undergraduate or graduate student, or a gap-year candidate, interested in marketing, communications, or nonprofit management to gain hands-on experience in digital storytelling, branding, and community engagement — all while supporting an organization working to widen the path to college for under-represented students.

This is an office-based role at our Hamden headquarters. The ideal candidate is organized, comfortable juggling multiple platforms and deadlines, and excited to translate the everyday work of a fast-moving nonprofit into compelling content.

Primary Responsibilities

- Create, schedule, and publish content across Instagram, Facebook, LinkedIn, and YouTube.
- Photograph and video student events, workshops, and college trips for use across platforms.
- Draft captions, newsletters, and promotional copy consistent with HHYEP's brand voice.
- Track engagement metrics and prepare brief monthly reports on growth and reach.
- Support the design of flyers, slide decks, and digital graphics for programs and events.
- Assist with planning and promoting fundraising and community-engagement campaigns.
- Attend staff meetings and contribute ideas for new content and outreach strategies.

Knowledge, Skills, and Abilities

- Comfort and fluency with major social platforms and basic content-creation tools (e.g., Canva, CapCut, Adobe Express).
- Strong, clear writing skills and attention to detail.
- Genuine interest in education, college access, or youth development work.
- Ability to work independently, manage deadlines, and take direction in a small office environment.
- Comfort interacting with high school students and families when capturing content at events.
- Reliable, professional, and collaborative.

Education and Qualifications

- Current undergraduate or graduate student, or gap-year candidate; majors in marketing, communications, journalism, or nonprofit management preferred but not required.
- Prior coursework, campus involvement, or personal experience managing social media accounts is a plus.
- Basic computer skills; experience with Google Workspace and Canva or similar design tools.

Schedule Expectations

This internship runs 6–10 months on a rolling basis and can be arranged for academic credit in coordination with the intern's school. Hours are flexible and set in coordination with the Executive Director, with occasional evening or weekend availability for event coverage.

Application Materials

Interested candidates should submit the following:

- Cover letter detailing your interest and qualifications
- Resume detailing background and relevant skills
- A short writing or content sample (optional but encouraged)

Submit all materials to: info@higherheightsyouth.org

Higher Heights Youth Empowerment Programs, Inc. is proud to be an Equal Opportunity Employer. Employment with Higher Heights Youth Empowerment Programs, Inc. is based solely on qualifications and competence for a particular position, without regard to race, color, ethnic or national origin, age, religion, creed, gender, sexual orientation, disability, or marital, military, or citizenship status.