

Dwight Hall Fellowship Position Description

Organization Description

Organization Name: Higher Heights

Physical Address: 157 Church Street, 19th Floor, New Haven, CT 06510

Website: www.higherheightsyouth.org

Organization Description and Mission:

Higher Heights Youth Empowerment Programs, Inc. (HHYEP), founded in 2004, is a statewide college access organization that provides college-planning services to districts and high school students, grade 9 thru 12, and their families, throughout the State of Connecticut.

Our mission is to change the lives of under-represented college-bound students and Empower, Encourage, and Equip them to obtain a post-secondary education.

Our organization's goal is to provide more equitable access to college preparatory resources and services to a broad range of students and their families who have a history of being deprived and who as a consequence are underrepresented in the pool of academically high-achieving students.

Community Response Fellows Opportunity Description

General Description of Fellowship Opportunity

Responsibilities:

- Collaborate with the communications team to develop engaging and creative content for various communication channels, including social media, email newsletters, website, and blog posts.
- Assist in crafting compelling and persuasive messages to promote Higher Heights' initiatives, events, and achievements to target audiences.
- Manage and maintain the organization's social media presence by curating content, scheduling posts, and engaging with followers and supporters.
- Help monitor social media analytics and other communication metrics to evaluate performance and identify opportunities for improvement.
- Assist in maintaining and updating the organization's website with relevant and up-to-date information, ensuring a user-friendly experience.
- Design and create visual assets, such as graphics, infographics, and videos, to support communication campaigns and storytelling efforts.
- Contribute to the planning and execution of virtual events, webinars, and live streams to engage with stakeholders and raise awareness about our initiatives, events, and programs.
- Support the communications team in drafting press releases, media pitches, and other media-related materials.
- Collaborate with different departments to gather stories and content that showcase the impact of our programs and initiatives.

Dwight Hall Fellowship Position Description

- Stay informed about industry trends, emerging communication technologies, and best practices to enhance Higher Heights' outreach efforts.
- Assist in the development and distribution of promotional materials, such as brochures, banners, flyers, and posters, to raise awareness and promote upcoming events.
- Actively participate in team meetings, brainstorming sessions, and contribute ideas to improve communication strategies.

Community Response Fellows Core Activity Description

Communications Intern

Secondary Activity(ies):

- Gain practical experience in communications and social media management within a dynamic and impactful organization.
- Develop valuable skills in content creation, analytics, and campaign planning.
- Contribute to meaningful efforts that make a positive difference in the community.

Specific Skills/Experience Desired or Required

- Currently enrolled as a college student pursuing a degree in Communications, Public Relations, Marketing, or a related field, or a recent graduate.
- Strong written and verbal communication skills, with a keen eye for grammar and attention to detail.
- Familiarity with social media platforms, email marketing tools, and content management systems.
- Basic graphic design skills and proficiency in using design tools such as Adobe Creative Suite, Canva, or similar software is required.
- Passionate about Higher Heights' mission/goals and eager to contribute to positive change in the community.
- Creative mindset with the ability to think outside the box and propose innovative communication ideas.
- Self-motivated, proactive, and able to manage time effectively to meet deadlines.
- Previous experience in communications, social media management, or related fields is advantageous but not mandatory.

Direct Supervisor:

Chaka Felder-McEntire, Ed.D.
Founder/Executive Director