Marketing & Social Media for Non-Profit Youth Organization
Work-Study – Community Engagement - Internships

The Performance Project is an arts, social justice, and inter-generational mentoring program for youth based in Hampden County. First Generation members, ages 14-22 create and perform original, multi-lingual physical theater based on their life experiences and personal narratives.

First Generation members and college interns mentor children in our Ubuntu Arts Community at Sullivan School in Holyoke—or in creative zoom gatherings if necessary.

Help represent The Performance Project and our youth programs on social media, communicate our activities and events, attract and invite new people/communities to learn about The Performance Project, attend our events, support our youth and the organization.

Majors and Interests
Communications, digital media, public relations, marketing.

Skills
● Experience in social media/digital networking.
● Organized, detail oriented, good with deadlines.
● Strong writing, editing (text, photo, video) and communication skills.

Responsibilities Include
● Develop and manage social media platforms (Facebook, Instagram, YouTube, Vimeo).
● Generate, edit, publish and share social media content (text, images, video) that builds meaningful connections, and encourages community members to engage.
● Brainstorm, plan and execute post & campaign ideas.
● Researching social media trends and best practices for organizations in the field.

WEBSITE: performanceproject.org

SCHEDULE: Flexible
LOCATION: Virtual via zoom
CONTACT: Cristóbal Silva San Martín
Email: admin@performanceproject.org  Ph: (413) 695-8491

We strongly encourage BIPOC students to apply and/or reach out for more information about this opportunity.