



Central Communications - Social Media & Public Relations Practicum

Role available now – applications being accepted

In the Social Media and Public Relations Practicum role individuals will focus on showcasing the APHVC, relevant public health information and its values, human interest, and engaging with our audiences. Volunteers can expect a multifaceted experience beyond just posting and content management, to include interviews, articles, and other original content.

Responsibilities:

- Social Media
 - Posting and content management
 - Scheduling content for posting over a period
 - Engaging with followers on various platforms
 - Writing social media content
- Content Creation
 - Journalistic experience; blogs, publications, and other written long form communications
 - Interest in storytelling and interviewing
- Graphic Design
 - Designing graphics for social media and other types of long form posts (ie. blogs, publications, etc.) utilizing related programs: Canva, Photoshop, Illustrator, Adobe Spark, etc.
 - Or, an interest in wanting to learn how to design graphics

Required Qualifications:

- Availability 10-15 hours per week
- Affiliation with one of the APHVCs partner institutions
 - Boston University
 - Bridgewater State University
 - Harvard University
 - Holyoke Community College
 - Massachusetts College of Pharmacy and Health Sciences
 - Northeastern University
 - Northern Essex Community College

- Regis College
- Simmons University
- Tufts University
- UMass Amherst
- UMass Lowell
- UMass Medical School
- Experience managing teams and projects
- Responsive, detail-oriented, and comfortable with a rapid pace
- A fast and flexible learner
- A commitment to advancing health equity and social justice
- Knowledgeable in public health
- Highly independent and proactive worker
- A team player, excited to support local public health in Massachusetts

To Apply:

Please submit a resume and cover letter to APHVCFieldOps@mass.gov. In your cover letter, please answer the questions below:

- What is your available start date?
- What are the days/hours that you are available to work?
- Can you please describe how this practicum experience will contribute to your professional development and learning? [Paragraph answer]
- Can you please describe your skills and experiences related to community engagement and partnership development? [Paragraph answer]

Note: The APHVC seeks to include a range of lived experiences in our organizational leadership. To that end, anyone who is interested in this role should apply--even if you do not perfectly match the qualifications listed above. We strongly encourage applications and inquiries from women, LGBTQIA+ identified persons, Black, Indigenous, People of Color, people with disabilities, and others from historically underrepresented communities are strongly encouraged to apply.