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| Job Title | Social Media and Outreach Associate |
| PVN ID | BK-2503-006760 |
| Category | Research |
| Location | BROOKLYN COLLEGE |
| Department | The Ghanaian Mental Well-being Project |
| Status | Part Time |
| Hourly Rate | \$20.00-\$25.00 |
| Hour(s) a Week | 5.00-10.00 |
| Closing Date | May 17, 2025 (Or Until Filled) |

General Description

The Ghanaian Mental Well-Being Project seeks to understand the dynamic complexity underlying acculturative stress and mental well-being among Ghanaian immigrants living in New York City.

We are seeking a creative and motivated Social Media and Outreach Associate to support the project's outreach and engagement efforts. The intern will create and manage social media content and engage with the online community. The intern will also attend research-related events to capture and share content that highlights the project's work and community impact.

Other Duties

Specific duties include (but may not be limited to):

- Develop and implement a social media campaign to promote the Ghanaian Mental Well-Being Project and increase community engagement
- Manage the project's TikTok, Instagram, Facebook, WhatsApp, Threads, and Bluesky accounts by creating, scheduling, and posting content regularly
- Engage with social media users by responding to comments and messages and encouraging conversations
- Take photos and videos at project events, research activities, and community gatherings to generate authentic and engaging content
- Create graphics, reels, and promotional materials for social media using design tools (e.g., Canva)
- Use social media to engage in conversations and share project highlights with broader audiences
- Refer potential research participants to the project's research team
- Update the project's website with current events, news, and recruitment materials
- Ensure content reflects cultural competence in Ghanaian culture and social norms
- Collaborate with the research team to align social media messaging with the project's goals

- Participate in team meetings and strategy sessions
- Other duties as assigned

Qualifications

- Cultural competence in Ghanaian culture and social norms
- Current undergraduate, graduate student, or recent graduate with a degree in communications, marketing, public health, journalism, or a related field
- Strong understanding of social media platforms, particularly TikTok, Instagram, Facebook, WhatsApp, Threads, and Bluesky
- Excellent written and verbal communication skills
- Experience with photography, videography, and content creation
- Familiarity with social media management tools (e.g., Hootsuite, Later) and graphic design platforms (e.g., Canva)
- Experience with website management (e.g., WordPress, Wix, or Squarespace)
- Ability to engage professionally and respectfully with diverse communities
- Creative thinker with the ability to generate innovative content ideas
- Ability to work independently and collaboratively within a team environment
- Must be able to work evenings and weekends as needed to attend events and project activities

Preferred Qualifications:

- Experience working with African immigrant communities
- Understanding of public health or community outreach projects
- Knowledge of social media analytics and performance tracking