



NEW ENGLAND **INNOVATION** ACADEMY

Job Description

Job Title:	Digital Content Intern / Digital Content In-Residence
Department:	Marketing and Communications
FLSA Status:	Non-Exempt
Reports to:	Director of Strategic Marketing and Communications,
Date Prepared:	February 2026

Position Summary

New England Innovation Academy (NEIA) is seeking a Digital Content Intern or Digital Content In-Residence to help us tell our story—authentically, creatively, and at scale. We are looking to hire immediately someone who is excited to be embedded in campus life and who can both create compelling digital content *and* use analytics to optimize reach, engagement, and growth. This role is ideal for a creator who wants to move beyond posting content and instead learn how strategy, storytelling, and data work together to drive real impact. While we prefer onsite presence, we are open to a hybrid role. This is a part-time temporary position (six months with the potential to extend). We anticipate 20-30 hours per week. This position is not eligible for benefits. The pay range for this position is \$25-\$30/hour.

Ideal candidates will gain deep, hands-on experience shaping the digital voice and brand of an innovation-focused school, a robust, portfolio-ready body of work across multiple platforms, mentorship in storytelling, branding, and performance-driven digital marketing, experience using analytics to inform creative decisions, and a front-row seat to the energy, creativity, and experimentation happening at NEIA.

NEIA employees are expected to embody NEIA's principles of empathy, equity, personalization, authentic work, and collaboration in all work activities and actions. Nothing in this job description restricts NEIA's right to assign or reassign duties and responsibilities to this position at any time.

Essential Duties and Responsibilities include, but are not limited to the following:

Working closely with the Director of Strategic Marketing and Communications, you will:

- Create short-form, high-impact video content (Instagram Reels, TikTok, YouTube Shorts, etc.)
- Capture and tell authentic stories around student life, academics, athletics, clubs, and events

- Write concise, compelling digital stories and captions aligned with NEIA's brand voice
- Use analytics and platform insights to evaluate performance and optimize content delivery
- Identify trends, hooks, and formats that improve reach, engagement, and virality
- Support social media planning, scheduling, and campaign execution
- Experiment, iterate, and move quickly in a creative, fast-paced environment

Education and Experience

- Recent college graduates or college students seeking co-op opportunities as part of their college degree preferred. Marketing, Communications, or a related field is required.
- Superb writing, editing and verbal communication skills, with experience working with a variety of stakeholders and clients.
- Video, photo, and other visual multimedia skills, including familiarity with Adobe Creative Suite, Canva or other photo and video editing software.
- Proficiency with Google Suite, Blackbaud, Mailchimp or similar email marketing platforms, WordPress content management systems and social media management platforms.
- Driver's license required.
- Ability to work nights and weekends.

Qualifications

- Strong interest in digital content creation, social media, marketing, or storytelling
- Comfortable with Instagram, TikTok, Canva, and basic video editing tools
- Familiarity with analytics tools and performance metrics (platform insights, engagement data, testing)
- Ability to think strategically about audience, distribution, and impact
- Strong writing, visual instincts, and attention to detail
- Self-directed, organized, and eager to be part of a campus community
- Enthusiasm for education, innovation, and creative collaboration
- Ability to work with professionalism, discretion, sound judgment, equity, honesty, and personal accountability at all times.
- Strong organizational skills, with the ability to manage multiple tasks and priorities simultaneously.
- Ability to work independently and collaboratively as part of a team.
- Ability to be flexible and adapt to changing work priorities and stressful situations.
- Detail-oriented with strong organizational and project management skills.
- Ability to maintain confidentiality. Will be exposed to confidential information regarding students/staff/families; keeping information confidential is a priority.
- Ability to work collaboratively, display a can-do attitude, and show initiative in a support role.
- Thoroughly know, understand, and engage in meaningful discussions about the school's mission, values, and goals.

- Previous work experience in a school or camp setting is preferred.
- Creative, critical thinker, and problem solver.
- Ability to take initiative and be proactive. Flag issues as they arise and either solve in the moment or inform relevant parties.
- Willingness to engage with students and families with empathy and kindness.
- Willingness to stay current in technology and to adapt to emerging trends as needed.
- Working knowledge of marketing-centric analytics and data reporting is preferred.
- An interest in secondary education and innovative teaching methodologies.
- Experience living in a residential community is preferred.
- Performs other duties as assigned and required by the position and the school.

Supervisory Responsibilities

The Digital Content Intern / Digital Content In-Residence does not supervise any other NEIA staff.

Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Stand/sit for long periods of time.
- Bend, lift, push, kneel, crouch, crawl, stoop.
- Capable of moving around the classroom while teaching a class.
- Capable of adapting to frequent changes in position throughout the workday.
- Hearing and speaking to understand and exchange information in person or on the telephone.
- Speak clearly, so listeners understand.
- Use hands and fingers for manipulation, educational tools, play equipment, keyboarding, and performance of first aid and CPR.
- Specific vision abilities required include close vision, distance vision, color vision, and depth perception.

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Interested candidates are asked to send a cover letter, resume and portfolio to careers@neiacademy.org with the subject: Digital Content Intern / Digital Content In-Residence.

We are unable to respond to phone or email inquiries. To learn more about New England Innovation Academy, please visit our website: <https://neiacademy.org>