

Project: Social Media and Changing the Narrative Podcast (**Socials & CTN POD**)

Title: Media Manager

Hours: 5-10 hrs/wk (flexible)

Date: Summer 2024*

Group: The Action Lab at the Center for Health Policy & Law, Northeastern University School of Law

Type: Paid, hourly

Description:

The Action Lab is seeking a Media Manager. This individual will lead the creation and dissemination of content on major social media platforms. This will entail keeping up-to-date on lab activities and accomplishments, translating research into creative, easily understandable, and visually appealing material, then sharing strategically across the Lab's platforms. This individual will also facilitate the production and circulation of the [Changing the Narrative](#) Podcast (CTN POD). CTN operates in the sphere of news and other media, identifying misinformation and offering resources to align narratives and language on substance use disorder with the existing evidence. The overarching goal of CTN is to remove stigmatizing language and mis-/dis-information from the information landscape. As Media Manager, this individual will offer administrative, organizational, and scheduling support to ensure the coordination of speakers and the timely production of recorded material.

This position is ideal for undergraduates interested in gaining knowledge about these topics and exercising administrative and organizational skills. The lab aims to provide a platform to share knowledge and thoughts on key topics related to substance use and substance use disorder, harm reduction, misinformation, and other related matters, especially from our Expert Network for the CTN POD.

Responsibilities:

- Create and regularly post material based on recent news or research
 - Tracking Lab developments (research, announcements, ongoing efforts, events, etc.) and translating to content
- Conducting basic metrics and audience reception tracking
- Attending check-in meetings with senior leadership to share progress updates and troubleshoot
- Communicating with CTN POD speakers to facilitate scheduling and ensure timely production of recorded materials
- Coordinating with production experts to ensure the timely delivery of recorded materials
- Tracking CTN POD episode content and performance to assist in future episode planning

Requirements:

- Proficiency in major social media platform use and strategy
 - Understanding of their features and best practices for content creation and engagement
- Strong communication skills
 - Ability to create engaging and effective written content tailored to different platforms and audiences, including posts, captions, and replies
 - Reliable, consistent, and prompt internal communication with Action Lab leadership
- Ability to take initiative and work independently as needed to generate and share content on a consistent and timely basis