

EducationUSA Canada Social Media and Infographic Innovation



Project Title	EducationUSA Canada Social Media and Infographic Innovation
Project Summary	EducationUSA Canada needs a creative, problem-solving individual with initiative who enjoys creating social media posts, maintaining social media management sites, creating infographics, blogging, and implementing strategies to gain more social media followers. [Sarah Fahmy is assigned.]
Country	Canada
Agency	Department of State
DoS Office	N/A
Post	OTTAWA
Section	EducationUSA
Number of Interns	1

Project Description

Mandatory Skills: understanding of Facebook/Twitter/LinkedIn functionality, intermediate Hootsuite skills, intermediate infographic building skills, and strong command of English language and grammar. **Important Talents:** the drive to understand social media analytics and use them to increase followers, creative and functional writing, an aesthetic eye, an interest in trolling the internet for relevant content, and a sense of humor. **Additional assets (preferred):** a background in education advising or higher education management (examples: on-campus positions with the Registrar, Study Abroad, Campus Tours, etc.), and some written French knowledge.

Desired Skills Interests

Skill

- Experience with website and social media platforms (non-technical) experience with HootSuite
- experience analyzing social media metrics
- excellent writing skills

intermediate infographic building skills

creative writing skills

aesthetic eye

sense of humor

Additional Information

Familiarize yourself with EducationUSA Canada by viewing our website

<http://canada.usembassy.gov/educationusacanada.html> (*note, we are working on moving this content to a WordPress site), Facebook page (EducationUSA Canada), Twitter (@EdUSACanada), and LinkedIn Group (EducationUSA Canada).

Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
French	Limited working proficiency	Minimum professional proficiency	Required
