Ingenuity is currently seeking an enthusiastic and resourceful intern to work with Public Affairs. Ingenuity’s mission is to leverage the vibrant communities, rich knowledge and significant resources of Chicago to ensure the arts are a critical component of every public school student’s education.

Ingenuity serves as Chicago’s single hub of information, advocacy, strategy, and partnerships. Founded through city-wide collaboration, Ingenuity aims to reinstate arts education in every school for every student. Ingenuity works in tandem with the CPS Department of Arts Education, teachers, Chicago’s arts and cultural community, parents, students and others to ensure excellence in arts education for every student in Chicago Public Schools.

Ingenuity is the:
- Lead advocacy organization driving positive arts education policies in Chicago Public Schools
- Single source of data on the availability and distribution of arts education throughout CPS
- Chief arts education strategy partner to CPS
- Co-architect of the first ever CPS Arts Education Plan (approved by the Chicago Board of Education)
- Co-designer of the Creative Schools Initiative—a interconnected set of incentives and supports for activating the CPS Arts Education Plan in schools and classrooms

**Responsibilities include**

- Working with Public Affairs to update Ingenuity’s social media channels and make pitches to arts, education and other media related to Ingenuity’s work
- Exploring and making recommendations on additional social media channels and prioritization of messaging, and encouraging Ingenuity staff to consider social media use in new and more strategic ways
- Collaborating with Ingenuity staff on the complete re-design of Ingenuity’s website including copy, photography, and images
- Attending and participating in meetings and convenings with the arts education community and others
- Collaborating with other Ingenuity teams on projects as appropriate

**Qualifications**

- Highly motivated and knowledgeable of the social media sphere. Ingenuity utilizes Facebook, Twitter, YouTube, Vimeo, and LinkedIn accounts
- Support Ingenuity’s interest in providing media support to individual CPS schools so they may share their arts-related news
- Computer proficiency (Microsoft Office Suite)
- Workplace professionalism
- Strong writing and communication skills
- Strong project management and organizational skills
- Ability to work independently and within a team
- Takes initiative on projects

**Learning Objectives** (upon internship completion, you will have learned...)

- How to create and maintain a social media calendar, coordinate with Ingenuity staff to ensure each department's communications needs are being met, and conduct outreach to community arts and school partners to collaborate on social media strategies
- How to research and recommend new social media aggregators to make posting easier for all staff
- How to create a media kit for schools and volunteer parents, including conducting a webinar on how to reach out to media, etc.
- How to work with website vendors and partners to gather and deliver necessary web content on time and in the correct format
- Best practices for search engine optimization (SEO) planning for various web pages during website redesign

**Supervisor**
The Communication and Media Intern reports to the Director of Public Affairs, AmySue Mertens.