

Yale University

President's Public Service Fellowship

Proposal for Fellowship Placement Summer 2024

Organization information

<i>Name of organization</i>	Saint Martin de Porres Academy
<i>Full street address</i>	208 Columbus Avenue New Haven, CT 06519
<i>Website or link to social media page</i>	https://www.saintmartinacademy.org https://www.facebook.com/saintmartinacademy

PPSF Fellow's direct supervisor

<i>Name</i>	Wendy Natter
<i>Title</i>	Director of Marketing and Communication
<i>Cell phone number</i>	(203)464-2241
<i>E-mail address</i>	wnatter@saintmartinacademy.org

What is the best way for prospective student applicants to contact you with questions about your proposal?

- Send an e-mail with questions

Placement dates (8-11 weeks between Tuesday, May 28, 2024 through Friday, August 9, 2024)

Tuesday, May 28, 2024 through Friday, July 19, 2024

Are placement dates flexible? Are there any dates on which your Fellow must work?

The placement dates are flexible.

There are no specific dates on which the Fellow must work.

Proposed work schedule (*work week should equal (and not exceed) 37.5 hours per week*)

Monday through Friday, 9 AM - 4:30 PM

If a hybrid schedule is offered at your site, please describe:

This can be explored upon request by the Fellow.

Organization description (*mission statement, population served. 1,000 characters or less*)

Saint Martin de Porres Academy (SMPA) is a faith-based, NativityMiguel middle school that provides a tuition-free, extended day education for underserved girls and boys from low-income families in the New Haven area. We are an independent Catholic school committed to a belief in the dignity and worth of every person. We strive to provide each child with a promising start in life and to equip them to fulfill their academic potential while achieving spiritual and social maturity. We welcome children of all faiths, races and cultures.

The vision of SMPA is to break the cycle of poverty through education and opportunity. Our goal is to provide urban boys and girls the opportunity to choose a quality education that will allow them to live up to their full potential. At the Academy, we promote more than academic excellence - we cultivate personal responsibility, social skills and leadership, balanced with a strong spiritual foundation and a recognition of the need to serve others.

Write a 1-2 sentence summary of the work that the Fellow would be conducting

Fellow will help to develop on-brand, social media content strategies that share our story and that supports our organizational priorities; identify, create and post social media content, and create and calendar evergreen content.

Write a more complete description of the specific project you propose and list the duties/outcomes expected of the Fellow.

- Define the audience development and engagement strategy for Saint Martin de Porres' social media ecosystem, including our website, Instagram, Facebook, LinkedIn, Twitter, YouTube, and possibly TikTok
- Develop social content strategy that supports organizational priorities
- Develop and manage a content and campaign calendar across all social media platforms and effectively prioritize content

- Schedule and post social media content maintaining a schedule of 2-3 weeks ahead of when posts go live
- Post content on all relevant platforms
- Use social media analytics to inform our overall marketing work, identifying opportunities for successfully engaging key audiences, testing new messaging and tactics, inspiring new ideas, and increasing traffic and the number of subscribers
- Regularly engage with our audience on social platforms, including responding to private messages and comments
- Be a passionate cross-platform storyteller: write exceptional, modern copy for all platforms, create graphics as needed for all platforms in collaboration with staff, and edit engaging video content
- Produce live social media content
- Create and gather evergreen content
- Craft video content for our social media channels
- Ideate and create new ways to drive social follower growth and engagement, leveraging the full power of our leadership team
- Work collaboratively with all Saint Martin de Porres' departments, alumni base, and partners to enhance and broaden our social storytelling across all of our social channels
- Ensure Saint Martin de Porres' social media activity incorporates best practices
- Other duties as assigned

List any specific skills/experience required for the project

- Proficient in Microsoft Office suite, Google Office, and Adobe products
- Deep understanding of both emerging and established social media platforms (YouTube, Instagram, TikTok, Facebook, LinkedIn, WordPress, and Twitter/X)
- Proficient in short form video editing. Ability to quickly edit, caption, and post engaging and carefully crafted video content on the fly that maintains Saint Martin de Porres Academy's brand voice and accessibility
- Ability to quickly edit video content on a phone as well as a computer
- Nimble copywriting skills, with thoughtful ideas for social formats, designs, and tactics
- Excellent time-management, multitasking, and communication skills
- Positive attitude, professionalism, flexibility
- Willingness to operate collaboratively as a member of a team
- Ability to take initiative and to work independently

Additional requirements

N/A

Briefly describe any work that Yale PPSF Fellows and/or Yale students have done with your organization.

Our Graduate Support Program has had the benefit of two Yale Fellows. The Advancement Department has not worked with the Yale Fellows Program. Our school has had dozens of Yale students and graduates who have, and currently are, supporting our students and graduates in middle school and high school as tutors and mentors, individually and through the Flyte Tutors Program. We have had/have Yale students and graduates who support our enrichment and Co-Curricular Activities; students from the Yale Divinity School who support our religious studies program, and have hired several Yale students and graduates to work as Teaching Fellows and in our Development department. They have all been exceptional, and deeply committed to our students and mission. We cherish our ongoing relationship with Yale University.