

Internship Opportunity: Social Media Intern

New York Genealogical and Biographical Society (NYG&B)

Location: New York City

Duration: Summer 2026–Summer 2027 (Academic year; Flexible start/end dates)

Compensation: Academic credit available

About the NYG&B

Founded in 1869, the New York Genealogical and Biographical Society is the largest and oldest genealogical society in New York State. Our mission is to preserve, document, and share family history and stories from across New York State. We serve the genealogy and family history community—both nationally and internationally—through our extensive records and resources; educational programming; and landmark publications.

Internship Overview

The Social Media Intern will work directly with the Director, Communications, on implementing the NYG&B's marketing and social media strategy. The intern will take the lead on drafting/posting content and help manage the digital communications and social content feeds. This is a unique opportunity for a highly organized and motivated individual to gain firsthand experience with communications/marketing, writing and content creation, brand development, video/photo design, social media management, and editing.

This is a part-time internship (8–12 hours a week) for academic credit, beginning in summer 2026 and extending through the 2026–27 academic year. This is a hybrid internship with remote and in-person work at the NYG&B's New York City office.

Key Responsibilities

- Support the development and posting of content across the NYG&B's digital communications channels (e.g., Mailchimp, Facebook, Instagram)
- Write engaging content and schedule posts; help manage a content calendar
- Assist with content imagery and create graphics and/or videos that align with the NYG&B's messaging and branding
- Help monitor NYG&B's social channels, respond appropriately to comments, and engage with followers
- Assist in planning campaigns and research/connect with peer organizations' social media

- Gather analytics/track metrics for NYG&B's digital and social media platforms and develop performance reports to identify trends/content that performs well.
- Identify and monitor new and emerging digital communications and social media trends/platforms
- Performing other related duties as assigned/needed

Desired Qualifications

- Experience with digital communications social media platforms (e.g., Mailchimp, Facebook, Instagram)
- Strong organizational skills and attention to detail
- Excellent written and verbal communication skills
- Interest in nonprofit management, public history, or cultural organizations
- Professionalism, discretion, and a proactive mindset
- Familiarity with tools like Canva, Linktree, HootSuite
- Prior experience or interest in genealogical or historical research is a plus, but not required

Learning Outcomes

By the end of the internship, the intern will gain:

- A deeper understanding of the tools, strategies, and best practices in communications and social media
- Hands-on experience in communications content development and management
- Enhanced skills in communications and marketing
- Insight into the operations of a mission-driven cultural organization

To Apply

Please send a resume and brief cover letter explaining your interest in the position and any relevant experience to Mitchell Toolan at intern@nygbs.org. Applications will be reviewed on a rolling basis.