



EYEJ amplifies youth voices for those that are silent. eyej.org

Mission:

EYEJ: Empowering Youth, Exploring Justice empowers and amplifies the voices of teens and pre-teens by bridging them with diverse individuals to engage in interactive discussions centered around social justice.

EYEJ believes social justice means equality and opportunity for all. We believe a commitment to social justice requires us to value our collective diversity and commit to challenging injustice while simultaneously advocating on behalf of those who have the least.

EYEJ has served over 1,500 underserved youth through it's Discussion Series, EYEJ Impact 25 Youth Council, Change Summits, Y.O.D.J.: Youth Online Discussing Justice, DiscussSocialJustice and All-Star Reading Program.

History

Due to the death and ruling of Trayvon Martin, and through discussion and civil discourse, several Plymouth Church, UCC members including Mai Moore and June Antoine quickly gathered Plymouth Church members together as they knew that youth deserved and needed support to be empowered in August, 2013. Founder: Mai Moore, with her background and success in the tech industry understanding the balance between taking personal risk, speed, business, creating impact and results and community was necessary to help to amplify youth voices. <http://eyej.org/our-story/>

Title: YouTube/Video Strategist Intern/Volunteer

Purpose:

To create awareness and donations through EYEJ's YouTube channel by creating engaging and out-of-the box video content with a planned strategy.

Term:

4-6 Months Minimum. Longer preferred. 5-10 Hours/Wk.





Qualifications:

- 2-3 years of experience creating video content for YouTube
- Proven record of significantly growing a YouTube channel or channels.
- Curiosity for understanding how YouTube recommends and ranks video content
- Understanding of creative and strategic elements that must be present in a video in making it engaging for viewers and optimized for YouTube's algorithm
- Understand YouTube analytics
- A passion for creating videos
- Experience in driving views to take action
- Ability to translate a strategy to work at scale
- Education and corral video content and/or video production skills (iPhone)

Duties:

- General understanding of the the EYEJ brand, the programs, mission and vision
- Act as liaison for video for EYEJ working closely with Executive Director, Marketing BOD and marketing and social media team
- Create video strategy plan for content in alignment with overall marketing strategy
- Clean up and set up EYEJ's YouTube platform properly
- Implement video strategy
- Measure performance on videos to optimize

To apply: please email volunteer@eyej.org with your Cover Letter, Resume/Bio, any questions and if applicable samples of your work. EYEJ will respond to you and set up a time to speak to discuss the role further.

