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Web Content and Business Systems Analyst Intern at Yale School of Public Health

courier
60 College Street
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JOB SUMMARY:

The future of public health is happening at Yale. As public health leaders, the Yale School of Public Health possesses an uncommon ability to connect the widest possible range of people, disciplines, and ideas - within our school, within Yale, and beyond academia - to create innovative public health solutions. The founding of our school in 1915 was itself a bold and visionary innovation. Today, more than a century later, we remain in spirit a new school of public health undergoing a great time of transformation with an even greater impact as we transition to a school of independence within Yale University.

During this pivotal moment in our history, we have embarked on a massive transformative journey to redesign and re-platform our website infrastructure and user experience. We are looking for a highly motivated and detail-oriented individual to join our YSPH Office of Communications team as a **Web Content and Business Systems Analyst Intern** for the summer. As an intern, you will be responsible for assisting our team with the development, implementation, and analysis of our website content and business marketing and communications strategies.

The web content and business analyst internship will offer practical work experience and an introduction to creating and improving web-based systems. This internship will involve challenging opportunities, real-world projects, and regular interaction with staff and collaborating web development agencies. It's a fantastic opportunity to gain hands-on experience in the web and/or app development field with a focus on higher-education marketing and communications strategies.

RESPONSIBILITIES:

We are looking for a highly motivated, passionate team player on the path to becoming a great web content producer with keen insights into identifying and mapping measurable business data metrics. You will be involved in daily activities to support this highly regarded and anticipated school web initiative. The **Web Content and Business Systems Analyst Intern** may assist with several or all of the following, based on needs and experience:

- Assist with research, development, and implementation of web content strategies
- Assist with the creation and maintenance of Google Analytics and Google Looker Studio reports and dashboards to track website performance and business data metrics
- Attend cross-functional department meetings to give insight and perspective into the development of any new engagement and marketing strategies for student affairs and alumni services
- Perform SEO (Search Engine Optimization) activities such as keyword performance monitoring, writing for web SEO page content revisions, identifying underperforming targeted search terms, identifying areas for content expansion for improved SERP rankings
- Assist with identifying and optimizing current web content for reuse, archival, or deletion in preparing for web migration to a new CMS platform
- Actively work on website edits via our ticketing system to revamp existing web pages

- Monitor and analyze website traffic and user behavior to inform content and business decisions
- Sit in on all agency meetings to assist with redesigning and conception of a new website build
- Assist with user testing and accessibility testing of new web components
- Run ADA compliance checks on existing web PDF files
- Photo research and graphics support for website pages
- Setup a working demo of a potential new communications work ticketing platform
- Learn about Beatrix and Yale Message systems productions that support school web and marketing communications efforts like profiles, events, news, emails, and newsletters
- Assist with general communications efforts regarding the school independence marketing campaign

SKILLS AND QUALIFICATIONS:

- Candidate should have some relevant experience and currently be enrolled in an institute of higher education or a graduate of a post-secondary school program
- Ability to follow directions carefully with strong attention to detail and organizational skills
- Self-starter with a positive attitude and the ability to work independently to solve problems and learn new skills as required
- An energetic, dedicated individual with demonstrated strength in interpersonal dynamics and an interest in supporting a team
- Prior experience with web content management systems and (SEO) search engine optimization
- Strong communications and SEO web writing skills are strongly desired
- Proficiency with Microsoft Office Suite, particularly Excel and PowerPoint
- Familiarity with Google Analytics or other web analytics tools
- Graphic design, photo, or video editing experience is a plus
- Enthusiasm for sharing educational and engaging information about public health is a plus

ENGAGEMENT LENGTH/SCHEDULE:

The internship is 8-10 weeks.

Successful incumbents will work Monday through Friday, up to 37.5 hours/week, from approximately June 3 – Aug 2, 2024.

This is a full-time, paid internship that will last for the duration of the summer, with the potential to continue as a part-time intern throughout 2025.