

To apply for a GPE Fellow position: Submit an updated resume and cover letter to gsasprofessionaldevelopment@yale.edu with the subject header “[Name of Fellow position]” by Sunday, July. 14 at 11:59 p.m.

Communications and Content Strategy Fellow - The Yale Review

Mentor: Will Frazier, Managing Editor, The Yale Review

Fellow Title: Communications and Content Strategy Fellow

Organization Name:

The Yale Review

Organization Website:

yalereview.org

Organization Description:

At The Yale Review, we believe in the power of connecting great minds across disciplines, backgrounds, and generations. As a renowned journal of literature and ideas, TYR has been privileged to publish both established names and rising literary talent, including Virginia Woolf, Robert Lowell, Thomas Mann, Bayard Rustin, Louise Glück, Adrienne Rich, José Ortega y Gasset, Joyce Carol Oates, James Merrill, Cathy Park Hong, Sheila Heti, Garth Greenwell, and Namwali Serpell. Today, TYR continues to evolve under our editor Meghan O’Rourke, an acclaimed poet, memoirist, and critic. O’Rourke ushered TYR into its third century of publication by relaunching the magazine in May 2021 as a print and digital publication, with a website that features original content as well as gems from TYR’s incomparable archive. TYR remains committed to a tradition of editorial excellence and painstaking curation, a site where readers can discover new literature by the best writers of our era alongside engaged, passionate criticism that is beautifully written and powerfully thought. Under O’Rourke’s leadership, TYR aims to discover a new generation of writers and thinkers. Committed to nurturing cross-disciplinary conversations, and pushing boundaries, we are proud to maintain our tradition as a forum for the dynamic exchange of ideas. In 2024 The Yale Review received the General Excellence Award in Literature, Science and Politics from the American Society of Magazine Editors.

GPE Fellow Responsibilities:

The incoming fellow will gain experience across a range of activities central to magazine publishing, with a primary focus on digital growth, user engagement, event planning, and social media development. Working closely with the managing editor, the Fellow will be responsible for helping execute TYR’s social media strategy on a variety of platforms, including Twitter, Facebook, and Instagram, with a focus on cultivating an audience using creative modes of outreach and engagement. The fellow will help write the newsletter and develop a meaningful

framework for how a Review Facebook post should be different from a Review Twitter post, creatively devising content to have the greatest impact in assorted social media platforms. Over the course of a year, the Fellow will work with the editors to translate user engagement data into institutional action points. Along the way, Fellows receive training not only from our editor in chief, an award-winning author and former editor at The New Yorker, Slate, and The Paris Review, but will also engage in learning sessions with assorted industry professionals. Recent fellows took part in discussions with editors at The New Yorker, The Atlantic, and Slate, as well as strategy sessions with a web strategist for The Paris Review, and The London Review of Books and members of one of New York's leading design firms, Pentagram. Fellows will leave with extensive hands-on experience in what it means to work in content strategy, social media, and communications at the highest echelons of literary/intellectual publications.

Desired GPE Fellow Qualifications:

- Familiarity with various social media platforms
- Interest in and experience with mainstream publishing
- Ability to work independently and take initiative

GPE Fellow Learning Objectives:

- Managing multiple social media accounts, guiding their strategies, and executing campaigns and initiatives
- Crafting original content for weekly newsletter
- Exploring site traffic analytics to better promote content
- Contributing to strategy sessions as TYR executes an expanded digital strategy
- Proofing, copy-editing, web-editing, and other core elements of publishing

Number of Available Positions:

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