

To apply for a GPE Fellow position: Submit an updated resume and cover letter to [gsasprofessionaldevelopment@yale.edu](mailto:gsasprofessionaldevelopment@yale.edu) with the subject header “[Name of Fellow position]” by December 8 at 11:59 p.m.

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## **Communications and Content Strategy Fellow—The Yale Review**

**Mentor:** William Frazier, Digital Director, The Yale Review

**Fellow Title:** Communications and Content Strategy Fellow—The Yale Review—The Yale Review

**Organization Name:** The Yale Review

**Organization Website:** [yalereview.org](http://yalereview.org)

### **Organization Description:**

The Yale Review is America’s oldest literary journal. Founded in 1819, TYR has undertaken an ambitious relaunch as an expansive digital and print publication under its editor-in-chief, Meghan O’Rourke. In 2024, The Yale Review received a prestigious National Magazine Award for General Excellence 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 digital director, 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.

Along the way, Fellows receive training not only from our executive editor, 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, Lapham’s Quarterly, 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: 1**