Apply via the link by June 25 at 11:59 p.m.
https://gsas.yale.edu/gsas-professional-experience-gpe-fellowship-application

---

Communications and Content Strategy Fellow—The Yale Review

Mentor: Will Frazier, Digital Director, The Yale Review

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

Organization Name: The Yale Review

Organization Website: https://yalereview.org/

Organization Description:
The Yale Review is America's oldest literary journal. Founded in 1819, TYR relaunched in 2020 under the editorship of Meghan O'Rourke and has since built a growing readership and reputation. In 2024, The Yale Review received the General Excellence Award in Literature, Science and Politics from the American Society of Magazine Editors.

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. Working closely with the digital director, the fellow will help execute TYR's social media strategy across X, Bluesky, Facebook, Substack, and Instagram, with an emphasis on cultivating an audience through creative modes of outreach. Over the course of the semester, the fellow will work with the editors to translate user engagement data into institutional action points.

GPE Fellow Responsibilities:
Helping to manage multiple social media accounts and guiding their strategies
Exploring site traffic analytics to better promote content
Contributing to strategy sessions as TYR develops its newsletter and newly launched Substack

Desired GPE Fellow Qualifications:
Ability to work independently with minimal oversight and take initiative
Strong planning and organizational skills
Familiarity with various social media platforms
Interest in and experience with mainstream publishing

GPE Fellow Learning Objectives:

The GPE Fellow will develop practical skills in digital publishing and literary magazine operations. They will learn to plan and execute social media campaigns across multiple platforms, gaining fluency in audience development, content scheduling, and performance analytics. By working directly with engagement data and helping shape strategy in response to it, the fellow will come away with a clearer understanding of how digital metrics inform editorial and institutional decision-making—a skill set increasingly essential across media, publishing, and communications.

Number of Available Positions: 1