



## Marketing and Communications Intern Job Description

### **Position Overview**

The Marketing and Communications Intern will support the Marketing and Communications Manager of Freedom School Partners (FSP) as well as the development team. This internship will give valuable communications and marketing experience in a non-profit setting. The Marketing and Communications Intern will develop a body of work and become an advocate for children and summer learning in Charlotte.

### **Primary Responsibilities**

The Marketing and Communications Intern will provide support for Freedom School Partners' marketing efforts, including but not limited to:

- Support all Communications efforts for FSP for the duration of employment.
- Assist in the creation of signage, e-mail campaigns, online promotion, social media etc.
- Capture photos daily throughout the summer.
- Assist in the distribution and delivery of marketing materials.
- Assist with the preparation and delivery of training materials.
- Prepare and gather content and photos for weekly newsletters throughout the summer.
- Update information in FSP's contact management system.
- Lead social media efforts on Facebook, Twitter, LinkedIn, and Instagram.
- Perform analysis of social media statistics.
- Other duties identified by Marketing and Communications Manager.

### **Skills Required**

- At least 18 years of age, and currently enrolled in communications, marketing, non-profit management or a related field of study at a College or University
- Strong writing capabilities
- Proficient in Microsoft Word, PowerPoint, Excel and Outlook
- Experience with a Cloud-based platform, i.e. SharePoint or OneDrive
- Previous experience with Canva.
- Advance knowledge of current/trending social media platforms
- Enjoys photography and comfortable using a DSLR camera
- Ability to work as part of a team and self-starter
- Comfortability with interviewing FSP stakeholders
- Exhibit positive behavior and attitude; model a mature and professional demeanor
- Strong appreciation for individual cultural history and the willingness to be open to and respectful of all cultures
- Enthusiasm for the CDF *Freedom Schools*® program and commitment to children's advocacy and servant leadership
- Valid ID and reliable transportation
- Satisfactory drug test and satisfactory background check for criminal and child protective findings

### **Accountability**

Shall be accountable to the Marketing and Communications Manager

### **Compensation and Benefits**

- Stipend based on experience (\$3,000 - \$3,500)
- May 13, 2024 – August 2, 2024
- 3 paid holidays (May 27, June 19 and July 4)
- Mileage reimbursed at set rate



### **About Freedom School Partners**

Freedom School Partners (FSP) is a nonprofit organization that strives to stop summer learning loss by offering opportunities that build children's reading and social-emotional skills. FSP serves our community's most vulnerable children, providing access to a rich summer learning experience in which they maintain or gain reading ability. Freedom Schools are led by college student interns and connect scholars to a broader community that believes in and advocates for them. In addition, FSP engages parents as partners to support scholars' success. FSP's mission is to inspire our scholars to love reading and learning, believe in themselves, and create extraordinary futures.

### **Application Process**

Interested applicants should send cover letter, resume, and writing sample to [admin@freedom-schoolpartners.org](mailto:admin@freedom-schoolpartners.org) with Marketing and Communications Internship in the subject.

### **Disclaimer**

The above statements are intended to describe the general nature and level of work being performed by the person(s) assigned to this job. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified.

### **Equal Employment Opportunity**

FSP desires to have a work-force, which is diverse and inclusive. FSP offers equal employment and advancement opportunities to qualified individuals without regard to race, color, religion, creed, ancestry, national origin, sex, age, disability, marital or veteran status, sexual orientation, gender identity, political ideology or membership in any other legally protected class.