

Marketing and Communications Intern

Reports to: Chief Development Officer

Our mission is to provide the highest quality learning environment for individuals passionate about nonprofits, early childhood and kindergarten readiness. The Marketing and Communications Intern, under the direction of the Chief Development Officer is responsible for assisting in executing the marketing and communications plan including conceptualizing, revising, implementing and tracking in an effort to increase community awareness of Ready for School, the importance of kindergarten readiness and the resources available to parents and families.

DUTIES AND RESPONSIBILITIES

Marketing and Communications

- Maintain and update Ready for School website
- Author, edit and format monthly newsletter
- Manage and author social media content including but not limited to Facebook and Instagram
- Propose potential expansion of social media presence by researching new platforms
- Draft press releases
- Research opportunities for Ready for School and its staff to receive positive publicity (e.g. awards, media coverage)
- Monitor marketing success through a series of determined metrics, ensure marketing efforts are effective and reaching the target markets
- Edit materials as needed including communication/marketing materials, letters and grant proposals
- Recommend new channels for internal and external marketing and communications
- Assist in coordinating photography at events and activities
- Assist in coordinating communications around Ready for School activities/community partnership projects
- Maintain a materials archive
- Maintain a public relations archive
- Assist in event planning (e.g. Annual Breakfast-Fall semester, community and corporate engagement events)
- Assist in creating content and conceptualizing design for Ready for School's annual report to the community (Winter semester only)

Education & Experience

- Must be enrolled in a degree seeking program
- Internship must be for college credit

Required Skills & Abilities

- Personable and able to work with an evolving and growing team
- Proficiency in use of personal computers and various software applications, i.e. Microsoft Word, Excel, desktop publishing programs and graphic design programs desirable
- Effective written and oral communications skills
- Demonstrated interpersonal skills necessary to interact effectively with all levels of the corporate, civic and residential communities
- Ability to work independently, be self-directed with creative problem-solving skills and take initiative
- Effective organizational skills and ability to prioritize multiple demands