

Adopt A Class is seeking a Marketing Intern who can raise awareness of our mission through social media and print. This intern will be responsible for implementing our Social Media Strategy as well as creating content alongside our team for use in onboarding and pitching new clients and communicating our impact to our community.

Adopt A Class is a group mentoring program that connects businesses with students in high poverty schools. Today, we collectively mentor over 6,000 students in 32 schools across Greater Cincinnati and N. Kentucky. Our model pairs mentor teams from each company with individual classrooms. Each team engages with the students through monthly visits, pen pal letters and an annual field trip. Through this model, we expose students to a breadth of experiences and careers.

We are looking for a self-motivated student that would like to improve his/her communication skills, work side-by-side with large local corporations and share stories of impact in the community with the work we do.

Objectives:

- The Marketing and Communications Intern will be responsible for implementing the Social Media Strategy and Implementation Plan as well as creating collateral for use with prospects, customers and our community and documenting stories of impact in the community.

Primary Responsibilities:

- **Social Media Management:** Responsible for implementation of AAC's Social Media Strategy. Including but not limited to creating posts on IG, TW, FG and LI; Email communications with staff to receive content of visits and stories of impact; School visits to observe teams and create stories for posts.
- **Collateral Creation:** Work closely with Marketing Director to create new collateral for customers, team leads and prospects. Create and update current pitch slide decks in Power Point.
- **Database Management:** Updating and creating records, adding/deleting contacts as needed in Salesforce database.
- **Recording and Documenting Impact Stories:** Attend school visits with camera in hand to create and document stories of impact. All stories to be used for social media.
- **Support: Creating a catalogue of all CEO video interviews and documenting the details in a transcript format.** Providing additional support for events and projects as needed.

Requirements:

- Familiar with Social Media platforms, such as Instagram, LinkedIn, Facebook and Twitter.
- Proficient in Canva or Adobe graphic design software
- Excellent knowledge of English language
- Ability to use personal camera and video recording device for posts.
- Proficient in Office Suite software, including Excel, Word, Powerpoint
- Ability to work in office environment one day per week (4 hours minimum). Remaining hours logged and can occur remotely.

Hours: 10-15 hours per week

Compensation: \$10.00/hour