



Marketing & Communications Intern Job Description Fall 2020

Objective: Adopt A Class (AAC) is seeking a Marketing Intern who can help tell and amplify the Adopt A Class story with primary emphasis on video production and editing.

Reports To: Marketing & Communications Manager

Primary Responsibilities:

- **Content Creation:** Over the course of the internship you will be charged with creating up to 12 short videos for use across all of our communication platforms and targeting each of our segmented audiences. You may also have the opportunity to work on drafting blog posts, social media posts, email newsletters, press releases, and other assets to promote brand and program.
- **Social Media Management:** Support Marketing & Communications Manager in executing our social media strategy
- **Account Support** – Assist team in providing a meaningful experience for all volunteers, including attending school visits, participating in Adopt A Class events, etc.

Required Qualifications:

- Completed or working towards a college degree in Marketing, Communications, Public Relations, or Graphic Design.
- Proficiency in video editing software, Microsoft Office and Social Media platform management tools like HootSuite
- Strong and effective communicator (verbal and written)
- Craves continuous development and learning
- Ability to work remotely, independently and as part of a team
- Honest, dependable, and responds quickly to inquiries

Desired Qualifications

- Design background
- Experience with management tools like Salesforce, Buffer, Constant Contact
- Experience with Adobe product suite especially InDesign, Muse, Photoshop, and Dreamweaver

Hours: 10-15 hours / week (up to 75% remote)

Compensation: \$10/hr

Apply: email cover letter and resume to Rachel Gosney, Marketing & Communications Manager, rachel@aacmentors.org

At Adopt A Class, we value our organizational culture that celebrates diversity, inclusion and equity. We welcome applications from diverse candidates who want to have not just a seat at the table, but also a strong voice in the work towards our mission. *Adopt A Class is an Equal Opportunity Employer and does not discriminate on the basis of sex, race, age, national origin, ethnic, background, disability or any other characteristic protected by law.*