

POSITION DESCRIPTION

JOB TITLE:	Intern, Marketing and Communications	STATUS:	Hourly
REPORTS TO:	Associate, Marketing and Communications	HOURS:	Temporary
DATE:	August 2019	DEPT:	Educate Texas

Educate Texas Vision

A leading catalyst for educational progress, Educate Texas, a public-private initiative of Communities Foundation of Texas, is an innovative alliance of groups that share a common goal: *Strengthen the public and higher education system so that every Texas student is prepared for educational and workforce success.*

Educate Texas Mission

Increase postsecondary readiness, access and success for all students by building partnerships, leading innovation and scaling practices and policies.

Summary

The Marketing and Communications Intern will be based in the marketing department, report to the Associate, Marketing and Communications and work collaboratively with the program, policy, insights, development and finance teams, and internal and external marketing resources to execute Educate Texas' strategic marketing and communication initiatives. This position will be located in Dallas with possible travel, if applicable.

The marketing team uses an integrated, multi-faceted approach to marketing and communications projects and utilizes a broad range of tools such as collateral, direct marketing, digital marketing, social media, public relations, strategic alliances, events, advertising (TV, radio, print, interactive, outdoor) and promotions.

Key Responsibilities

This is an outstanding opportunity to play a critical role in helping Educate Texas and the Communities Foundation of Texas expand and grow the impact of our brands and work throughout Texas. This position will provide day-to-day marketing and communication support to engage practitioners, policymakers, partners and funders, providing exemplary organizational service, event planning support and additional key responsibilities including:

- **Integrated Marketing Support:**
 - Assist with social media strategy, execution and reporting
 - Write, proofread and edit various content for Educate Texas web, social, collateral, eblast, public relations, event and other communications
 - Solicit external content
 - Support vendors with requests
 - Data entry and contact list management
 - Photo/video, collateral and digital asset library management
 - Assist with, and periodic presence at, various Educate Texas and Communities Foundation of Texas events

- **Storytelling Support:**
 - Support storytelling efforts by writing, proofreading and editing compelling pieces about education activities, employee and program partnerships, and student or teacher impact stories.
 - Review and synthesize media and external assets for additional story ideas
 - Solicit and coordinate content, photos and visual assets

Qualifications/Skills/Requirements

- Bachelor's degree, or classes in English, Communications, Journalism, Advertising, Marketing and/or Public Relations preferred
- Digital and social media proficiency preferred but not required: knowledgeable of website and content management systems, email marketing (Mail Chimp), Google Analytics, Facebook, Twitter, LinkedIn
- Nonprofit, education or related work experience preferred
- Interest in statewide, regional and national education issues a plus
- Strong project management, time management and organizational skills illustrating ability to pinpoint and prioritize multiple tasks and meet deadlines
- Demonstrated analytical skills and proficiency with relevant software programs such as Microsoft Office
- Strong interpersonal and relationship building skills
- Excellent communicator: verbal, written, and presentations
- Highly organized with great attention to detail and accuracy.
- Flexibility and the ability to work autonomously while also able to take direction as needed
- Ability to work successfully under pressure, handle competing priorities and keep a sense of easy with ambiguity when necessary
- Valid state issued drivers' license

Disclaimer: The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and/or skills required of all employees within this class.

Accommodations: Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

If interested, please send your cover letter, resume and salary expectations to:
careers@cftexas.org.