



Job Description for Marketing Intern

Division: Communications
Reports to: Marketing Manager
Classification: Non-exempt

Department: Communications
Supervises: None
Last Revised: 9/29/2015

After School Matters is a nonprofit organization that offers Chicago public high school teens high quality, out-of-school-time opportunities to explore and develop their talents, while gaining critical skills for work, college, and beyond. Our hands-on, project-based arts, science, sports, technology, and communications programs are delivered at Chicago public high schools, at community locations throughout the city, and downtown at Gallery 37 Center for the Arts.

Summary of Position:

The Marketing Intern will support the day-to-day functions of the Communications Department during the Fall and Spring program sessions with particular focus on supporting the Marketing Manager. The position will focus on assisting with digital media and marketing projects.

Major Duties and Responsibilities:

- Supporting day-to-day proactive and reactive communications functions.
- Develop content for and support maintenance of the After School Matters website and social media channels (e.g., Facebook, YouTube, Twitter, Flickr, Instagram, Snapchat etc.), including researching and implementing new strategies and audiences.
- Work with the marketing manager to implement digital media strategy including generating daily content, identifying key influencers, daily monitoring of social platforms, and generating digital media reports.
- Document teen work and activities during the Fall and Spring program session through photography and videography, as well as by tracking success stories (teens, programs, instructors) and collecting quotes. Further work will include researching and packaging stories on teens, instructors, programs, data/research angles, and the organization as a whole.
- Coordinate with marketing manager to create graphic design concepts for print, online, and other collateral materials.
- Help to organize department's various content databases (photography, video, quotes and testimonials, alumni) to support future promotional efforts.
- Other duties as assigned.

Supervisory Responsibilities:

- None

Physical Demands:

The physical demands here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must be able to sit for long periods of time.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is occasionally exposed to weather conditions.
- The noise level in the work environment is usually moderate.

Knowledge, Skills and Abilities:

- Excellent written and oral communications skills.
- Strong creativity
- Experience with social media management—specifically, best practices for strategy and implementation of Facebook, Twitter, YouTube, Snapchat, LinkedIn and Instagram content.
- Working knowledge of website management—specifically content development and editing (WordPress, basic HTML, etc.).
- Basic photography skills.
- Outstanding organizational skills and ability to handle multiple projects with competing deadlines.
- Ability to use excellent judgment to manage workflow and elevate priority issues to the Marketing Manager or Director of Communications.
- Ability to work both independently and as part of a team environment.
- Willingness to occasionally travel to visit After School Matters programs across the City of Chicago.

Qualifications:

- Current college student pursuing a Bachelor's degree in graphic design, marketing, communications or related major.

How to Apply:

Send a Cover Letter and Resume to careers@afterschoolmatters.org

EEO:

After School Matters is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, ancestry, national origin, religion, sex, sexual orientation, gender identity, disability, protected veteran status, military discharge status, age, marital status, parental status, or source of income.