



**Position: Communications & Marketing Intern**

**Reports to:** Communications Manager

**Hours:** Part-time

## THE ORGANIZATION

Book Trust is a national early literacy 501(c)3 organization that helps elementary school children with little or no access to books fall in love with reading and become lifelong learners. With Book Trust, students learn the power of choice and pride of ownership, motivating them to succeed. Book Trust believes that when children have access to books we create a world in which literacy removes barriers and provides children the tools to navigate life successfully, bridging the opportunity gap. In the 2018-2019 school year, Book Trust is poised to provide 1 million+ books to 57,000 underserved students. We collaborate with Scholastic Publishing, School Districts, and Teachers to deliver our program in 21 states across the country.

## POSITION SUMMARY

The communications intern is primarily responsible for raising awareness of Book Trust and our brand via various digital marketing channels (social media, blogging, email, videos, website, etc.). The position will work with a variety of departments to support communications activities across the organization. Your days will be varied and fast-paced, working in a team environment.

## RESPONSIBILITIES

- Support and contribute to event and campaign planning
- Bring your knowledge and expertise in digital communications to supporting Book Trust Managers and Teachers.
- Understand, identify, and engage with social media influencers to increase engagement
- Create written (original and curated) and graphic content for use on social media
- Create original literacy "lifestyle" content for parents, teachers, and donors
- Contribute creatively to the overall digital marketing strategy, identifying and testing new ways to improve online engagement and website traffic
- Keep our website up to date with fresh and relevant content
- Support event-planning needs for fundraising events as requested
- Other duties as assigned

## REQUIREMENTS AND QUALIFICATIONS

- Excellent organizational skills and detail-oriented focus
- An effective and open communicator, with high-level oral and writing skills
- Proactive problem-solver who enjoys working with colleagues and teachers to resolve issues
- A sense of humor and ability to work collaboratively in a team environment.
- Strong knowledge of social media and best practices
- Strong experience with Google Analytics and social media engagement measuring tools

- Proficient with MS Office Suite, social media platforms, Photoshop, Illustrator, Wordpress
- HTML and graphic design experience a strong plus
- Demonstrated experience in developing and sustaining collaborative working relationships
- Demonstrated ability to organize work load, maintain several projects of equal priority at once, and sustain productivity and accuracy under pressure
- Understanding of working with and maintaining confidential information
- Balances team and individual responsibilities; exhibits objectivity and openness to others' views; gives and welcomes feedback, contributes to building a positive team spirit; puts success of team above own interests; able to build morale and group commitments to goals and objectives; supports everyone's efforts to success.
- Professional and mature demeanor with strong ethical standards and ability to adapt to change

#### **WHAT WE OFFER**

- A collaborative work environment in a growing organization and the opportunity to make an impact in the education and nonprofit sectors.
- The paid, part-time (15-20 hours/week) internship is a 6 month commitment from date of hire with the possibility of joining the Book Trust staff.

#### **TO APPLY**

Interested candidates should send a cover letter and resume to the organization's President and CEO, Tiffany R. Kuehner: [jobs@booktrust.org](mailto:jobs@booktrust.org). Please refer to the Communications and Marketing Intern role in the Subject Line.

Book Trust is an equal opportunity employer.