



## Communications Intern

### INTERNSHIP DESCRIPTION

**Student U is a college-access and success organization that believes all students in Durham have the ability to succeed. However, as a result of structural racism, poverty and other systemic injustices, we acknowledge that first generation college-bound students face significant personal and institutional obstacles to educational success. We want to change the odds for children in our community.**

*The mission of Student U is to empower students in the Durham Public Schools to take ownership of their education by developing the academic and personal skills they need to realize their full potential in school and beyond.*

**Job Details:** The Student U Communications Intern position is an opportunity for students to use their brilliance to share the Student U experience with our external community. This internship is designed for students interested in the fields of communication, journalism and media, marketing/advertising/public relations, documentary studies and/or graphic design. This will require critical thinking, creative digital storytelling, strategic planning and problem solving skills. Interns will work closely with the Development Associate and Communications Specialist to maintain the Student U image through marketing materials, social media, and the official Student U website.

#### **Job Responsibilities:**

- Create content primarily through photography, but with an opportunity to expand into videography and graphic design
- Develop social media strategy and monthly plans to effectively use Twitter, Instagram, Facebook, and other platforms to communicate with the public and increase engagement
- Capture the stories of other students in a variety of media to build the Student U narrative
- Collaborate with Communication Specialist to design and produce creative swag, event materials, gifts and touchpoints
- Manage the communications inventory, including letterhead, one-pagers, envelopes and swag, reordering when necessary
- Update official Student U website in response to staff requests
- Attend programming and special events, such as Middle School YRP and Parent Nights, to take photos and video
- Archive photos and videos in a timely and organized manner
- Take ownership for developing a deep understanding of all aspects of the Student U organization, operations, and programs
- Build excellent working relationships across all areas and all levels of the organization

inspire create build achieve grow think dream empower lead experience invent play love imagine



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- Collaborate with all team members directly engaged in development, including the Executive Director, Development Director, Development Associate and Communications Specialist

### Qualifications:

An ideal candidate will make a significant impact on Student U. After one year, the incumbent will be able to identify specific, significant personal contributions to the overall implementation of Student U's advancement and communications activities. Candidates must believe that all students can succeed and be willing to grow and develop with the organization as Student U strives to realize its ambitious goals.

### Values, Personality Traits, and Competencies:

- High level of personal commitment to Student U Core Values
- Believe all students can achieve greatness and are committed to uncovering the brilliance of our students
- Eagerness to learn
- Demonstrated ability to build relationships at all levels of an organization and work successfully within them
- Excellent time management and organizational skills
- Attention to detail and consistent follow through
- Strong visual storytelling skills
- Comfortable with Google Drive, Social Media platforms and Photo/Video editing software
- Self-starter and independent worker
- Ability grow from constructive criticism
- Motivated to meet deadlines consistently and execute all tasks to the greatest degree of quality
- Effective in a range of activities from strategic projects to delivering on the details

### Anti-Discrimination Policy & Commitment to Equity & Child Safeguarding Policy

- Student U is committed to fostering an inclusive culture within our organization where people from various backgrounds can participate fully and equitably, as we want to engage all those who can contribute to our mission.
- Student U has a commitment to ensuring the safety of our students. All staff will participate in the Darkness to Light Training, which is a child safeguarding training to help them understand why it is necessary to safeguard and protect children and to be fully aware of the procedure for reporting concerns.



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**Compensation:** Compensation for this position is \$1000/semester. Generally, this role will require 15-20 hr/wk. Over the summer, there is an option to expand the role to 40 hr/wk for a stipend of \$2,000.

**To Apply:** Please submit one pdf of all required materials which include: **a resume, cover letter** and an optional reference letter from a previous employer or professor. Only complete applications will be considered.

Preference will be given to applications received by **Friday, January 11, 2019. When applying, please submit ONE pdf of all the required materials with a subject line that reads "Your name, Communications Intern 2019"**.

Any questions can be directed to Elena Dalsimer, Finance and HR Manager, at [elena.dalsimer@studentudurham.org](mailto:elena.dalsimer@studentudurham.org).