



Fall 2018 Marketing and Communications Intern

About Us and Our Philosophy

Breakthrough Greater Boston (BTGB) is a transformative college access and teacher training program. BTGB offers six years of academic enrichment and college preparation to middle school and high school students with high potential but limited opportunities. Simultaneously, BTGB recruits, trains, and inspires a diverse cohort of high achieving college students to become the next generation of urban teachers. Leveraging a Students Teaching Students model, BTGB provides engaging, tuition-free academic programming during the summer and after school. Our students gain the skills and motivation to succeed in rigorous high school courses and, ultimately, in college. Meanwhile, our teachers gain hands-on experience, research-based training, and coaching from professional educators.

Over the past eight years, 97% of our graduating students have matriculated to college, and 82% of them have persisted through their undergraduate years. On average, more than 70% of our graduating teachers have gone on to pursue careers in education. After two decades of success at our original Cambridge site, BTGB embarked upon a significant program expansion and opened a second site in Boston in the summer of 2013. Breakthrough launched programming in its third city, Somerville, during the summer of 2018. As an independent 501c3 nonprofit Breakthrough Greater Boston is part of a national educational movement called The Breakthrough Collaborative working to improve educational outcomes for youth across 25 U.S. cities.

With a deep commitment to our mission, BTGB operates with the highest standards of integrity, and best practices, while also enjoying the ability to be innovative and flexible to meet the evolving needs of our students, families, and teachers. Our team is diverse, high-performing, and dedicated. We continue to build an organizational culture that emphasizes our core values for every member of our community:

- **Spirit:** We cherish and embody the youthful energy and spirit of our students and teachers

- **Continual Learning:** Everyone in our community has something to learn and something to teach
 - **Team Together:** We all chip in to accomplish whatever is needed for our teammates and the broader organization
 - **Student Centered:** Our students are our first priority and our decisions center around what benefits our students
 - **Equity and Opportunity:** We value diversity of identity, background and thought. We treat everyone with dignity and respect
 - **Excellence in Everything:** We maintain high expectations for ourselves
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SUMMARY

The Marketing and Communications Intern will take an active role in establishing and implementing BTGB's social media and broader communications strategy. The Marketing and Communications Intern will be supervised by the Director of Development and Partnerships and the Development Manager.

RESPONSIBILITIES

Social Media (50%)

- Implement a social media strategy that (a) complements existing organizational communications efforts and (b) will leverage BTGB's use of Facebook, Twitter, LinkedIn, and YouTube to drive user engagement and broaden BTGB's audience
- Assess BTGB's current audience across its social media platforms, examine how each is unique, and integrate findings into an outreach strategy
- Produce creative content that is distinct and engaging

Electronic and Print Communications (50%)

- Assist in creating content for and managing the production of BTGB's tri-annual Newsletter (circulation of approximately 1,200)
- Support the creation of regular marketing emails sharing organizational news and highlights
- Help in the production and management of event-related print and electronic materials (invitations, programs, signage, etc.) for events
- Work to update and maintain the Breakthrough Greater Boston website

Please note that these are specific responsibilities. Your job may include a number of other tasks as well, as Breakthrough programs thrive on flexibility, creativity, and a willingness to pitch in!

QUALIFICATIONS

- Ability to maintain a high level of accuracy in all work; attention to detail
- Strong communicator (both oral and written) with a positive attitude
- Self-starter who is comfortable taking initiative on projects; leadership skills
- Organized individual who is able to manage both short-term and long-term projects
- MS Word, Excel, and PowerPoint experience required; Adobe CS, highly desirable
- Experience with email marketing services such as Constant Contact, Mail Chimp, or Vertical Response a plus

LOGISTICS

The Breakthrough Greater Boston sites are located at the Cambridge Rindge and Latin School in Cambridge, the Albert F. Argenziano School in Somerville, and New Mission Academy in Hyde Park. The Marketing and Communications Intern workspace is located in a busy, open office area with the permanent staff. Depending on projects and scheduling, the Marketing and Communications Intern may be asked to be willing to travel to any of the sites. A minimum of 8 hours per week is preferred. The fall internship begins in September and ends in December.

COMPENSATION

The Marketing and Communications Intern is an unpaid position.

BENEFITS

- Direct hands-on experience in nonprofit management and educational programming with a national leader in out-of-school programming and teacher training
- Professional development coaching and opportunities based on individual interest
- Experience participating in Breakthrough Greater Boston program presentations and events
- Vacation days include all major holidays
- Collegial, flexible work environment

APPLICATION PROCESS

To apply, please email your resume and a cover letter detailing your interest in Breakthrough Greater Boston and relevant skills/experience to jobs@btgbmail.org with the subject line "Marketing and Communications Intern."

For more information, please visit www.breakthroughgreaterboston.org.

*Breakthrough Greater Boston is an Equal Opportunity/Affirmative Action Employer.
Diverse candidates are encouraged to apply.*

Thank you for your interest in Breakthrough Greater Boston!