



## DC School Reform Now Job Description—Intern

DC School Reform Now (DCSRN) seeks outstanding applicants for the position of Intern. DCSRN gladly welcomes interns for the summer, fall and/or spring semesters. The intern's job will be to support the efforts of the Director of Communications, the Director of Outreach and the Development and Project Manager. The intern will have the opportunity to learn about and experience contributing to multiple aspects of a small, start-up non-profit organization and the opportunity to participate in multiple large projects.

### **About DC School Reform Now**

DCSRN was founded in 2008 to support new education reforms in the changing climate of public education in the District. The organization took a new direction beginning in August of 2010 with the hiring of Executive Director David Pickens. Pickens and DCSRN focus on seizing the opportunity to collaborate with the DC community at large to ensure the highest quality of public education for all students in DC.

DCSRN is educating, organizing and advocating to build support for public education strategies that prepare kids to become college and career ready. We believe that public schools in DC can and should become the best in the nation and every student in DC should have a high quality school, principal and teacher.

### **Responsibilities**

#### *Communications*

- Maintain and constantly update the DCSRN website using the Drupal platform.
- Track and analyze website analytics to help inform website strategy.
- Help manage Facebook, Twitter, Flickr and YouTube accounts.
- Track and analyze social media analytics to help inform social media strategy.
- Create and maintain Twitter lists.
- Track Klout score.
- Search for opportunities for DCSRN to be a part of the larger education reform conversation in DC and nationally.
- Look for opportunities to advertise and promote DCSRN's work and brand.
- Update and maintain media lists.
- Track media hits.
- Maintain editorial calendar.
- Proof and edit external documents.

*DC School Reform Now is an equal opportunity employer and does not discriminate on the basis of race, color, ethnicity, religion, gender, sexual orientation, national origin, disability, age, marital status, veteran status, pregnancy, parenthood or any other basis prohibited by applicable law.*

## *Outreach*

- Canvass throughout the community with the Director of Outreach and Parent Facilitators.
- Attend High Quality Schools Campaign (HQSC) partner school and community events.
- Interact with and help develop parent leaders from HQSC partner schools.

## *Development & Project Management*

- Help organize logistics for the production of 20 virtual school tours.
- Research funder prospects.
- Assist with basic editing.
- Analyze crowdsourcing results.
- Help utilize Salesforce.

## **Education and Experience**

- Currently pursuing a bachelor's or master's degree.
- Experience working with diverse communities and/or children and youth.

## **Knowledge, Skills and Abilities**

- Understanding of the national and local achievement gap.
- Passion for education reform and youth.
- Desire to grow in the communications, outreach, development and/or nonprofit fields while also positively impacting youth and the DC community.
- Strong writing and editing skills.
- Familiarity and comfort with online communications and social media.
- Positive, "can-do" attitude.
- Team player.
- Organized.
- Detail-oriented.
- Ability to communicate with diverse groups of people.
- Proficiency in Spanish a plus.

## **Contact and Directions**

Please send a cover letter and resume to [hire@dc-school-reform.org](mailto:hire@dc-school-reform.org) as one complete document with "Intern Candidate Application" in the subject line. *Please save documents clearly* listing your first name, last name and type of document (resume, cover letter, references, etc.). To learn more, visit our website at:

[www.dcschoolreform.org](http://www.dcschoolreform.org) or follow us on Twitter @dcschoolreform. Note: This is an unpaid internship.