



JACKSONVILLE
**PUBLIC
EDUCATION
FUND**

Powering Potential

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40 East Adams Street
Suite 110
Jacksonville, FL 32202

Marketing & Communications Intern

FLSA Classification: Non-Exempt

Reports to the Senior Manager, Marketing & Communications

About the Organization

The Jacksonville Public Education Fund (JPEF) is an independent nonprofit organization dedicated to powering the potential within and around our public schools by sparking innovation, relationships and resources.

Through collaboration with the community and Duval County Public Schools, we envision a future when *all* students have the opportunity to attend high quality public schools and graduate ready for college, a career, and life. To achieve that end, JPEF is focused on achieving four interrelated goals:

1. Partnering with Duval County Public Schools to strengthen its efforts to build a system and culture that attracts, supports and retains excellent people.
2. Elevating and empowering excellent teachers with leadership opportunities beyond the classroom to improve retention, school culture, and skills transfer to other teachers.
3. Increasing knowledge and defining opportunities for elevating and growing the pool of exceptional school leaders.
4. Activating parent, caregiver and neighborhood voices to inform, advocate for and support excellent teachers, school leaders and positive school culture.

JPEF has a highly engaged and diverse board, significant fiscal resources and talented staff to drive the work of the organization. The fast-paced and entrepreneurial organization has a strong eight-year track record of helping the school district to significantly improve outcomes for kids through innovative, community-focused, and data-driven solutions.

Position Summary

The Jacksonville Public Education Fund is seeking a passionate and creative Marketing & Communications Intern to focus on executing high-impact marketing strategies, creating audience-focused multimedia content to keep education at the top of the public agenda in Duval County and better communicate the work of the Jacksonville Public Education Fund to the community.

The Marketing & Communications Intern will report to the Senior Manager of Marketing & Communications to plan and execute communications and marketing strategies that advance the Jacksonville Public Education Fund's mission to spark innovation, relationships and resources to power the potential within and around our public schools to achieve excellent outcomes for all students.

The Marketing & Communications Intern will contribute to the community's understanding of — and ability to act on — important issues in public education by creating high-quality content, assisting with managing the organization's editorial calendar and implementing marketing initiatives. The ideal candidate will possess

strong writing and editing skills and be able to use design software (such as Adobe Create Suite) to create content for print and the web.

The Jacksonville Public Education Fund hosts a diverse array of public and registration-based events throughout the year to convene, inform and mobilize citizens to advocate for universally high-quality public schools. The Marketing & Communications Intern will support staff members to ensure successful events and consistent messaging and marketing of initiatives throughout the organization.

Responsibilities

- Assist with the management of the organization's editorial calendar and create high-quality public facing content, including but not limited to:
 - Writing and editing blog posts and website content
 - Writing and designing email newsletters
 - Designing print publications (such as flyers and policy papers) based on current brand standards
 - Creating videos and other multimedia content
 - Occasionally photographing events
- Research and execute advertising and marketing campaigns for programmatic initiatives and the organization as a whole to reach target audiences.
- Expand the impact of electronic marketing and outreach through the organization's website and social media outlets and actively pursue new areas for online engagement through new platforms or communication methods.
- Assist the Senior Manager of Marketing & Communications in drafting talking points, scripts, op-eds and other written materials.
- Ensure internal and external branding consistency and quality.
- Participate in team meetings, work sessions and retreats.
- Work collaboratively with all team members to look for opportunities for strategy alignment on all Jacksonville Public Education Fund projects.
- Other duties as assigned.

Qualifications

- High School diploma required. Some college/Bachelor's degree in Communications or related field preferred.
- Exceptional writing and speaking ability, including the ability to translate complex, nuanced concepts into clear, concise messages and familiarity with AP style.
- Ability to connect and communicate with diverse audiences
- Excellent organization skills and attention to detail
- Tech skills strongly preferred, including comfort with (or comfort with learning quickly) Adobe

Creative Suite; video editing applications; web-based applications such as Google Apps and Google AdWords; constituent management systems (such as Nationbuilder, etc.) and website content management systems (such as Umbraco, WordPress, etc.)

- Commitment to the importance of providing a high quality public education for all students in Jacksonville, particularly low income and minority students and students at low-performing schools
- Ability to work effectively in a fast paced, team-oriented, deadline-driven environment, and juggle several projects at once with a spirit of flexibility and positive outlook
- Excitement and commitment to continued learning and development

Compensation and Benefits:

- Compensation for this position will be \$200 per week.
 - Some night and weekend activities are to be expected.
- The Marketing and Communications Intern will gain professional experience working on a high-functioning non-profit team and broaden their knowledge through hands on application of communications and marketing strategies. He/she will be able to build their portfolio and professional contacts and be eligible to gain school credit, depending on the requirements.

Other Details:

- Approximately 20 hours per week
- Personal laptop is required
- Desire to attract candidates who can commit to being involved for at least 6 months

Commitment to Diversity

The Jacksonville Public Education Fund encourages individuals of all ethnic and racial backgrounds to apply for this position. We are committed to maximizing the diversity of our organization, as we want to engage all those who can contribute to this effort.

How to Apply

Please submit a cover letter, résumé (or CV) in PDF format to jobs@jaxpef.org with the subject line "Marketing & Communications Intern." Applications will be reviewed on a rolling basis from Dec 2017 – Jan 2018.