Position Description

Title: Marketing Intern
Reports to: Director of Development & Marketing
Status: Minimum of 5 hours/week (no compensation)
Start: Immediate

Principal Function:
Assists the Director of Development & Marketing in the maximization of all social media outlets to promote Charleston Promise Neighborhood’s mission and programs.

Essential Duties and Responsibilities:

- Fully experienced in Instagram
  - Video & photo gathering and sharing
  - Responds instantly to posts

- Experienced in Facebook analytics
  - Analyzes Facebook data and provides recommendations on audience engagement
  - Works to increase the number of Facebook “likes” and number of Facebook “friends” to 1,500 in six months
  - Manages re-Posts from CPN schools, nonprofit partners, and Expanded Learning Time (ELT) enrichment providers

- Weekly (touch-base) discussions/exchanges with each Program Director to gather timely information on meetings, programs, events, key stakeholders, awards, schools, etc.

- Manages an organizational event calendar that captures all events, gatherings and milestones in CPN schools

- Support monthly eNewsletter story suggestions, draft review and edits

- Create and/or edit Blog posts on CPN website

Organizational Overview
Charleston Promise Neighborhood (CPN) is a nonprofit organization incorporated in May 2010, whose vision and purpose is to transform the “Neighborhood” within a generation, in partnership with neighborhood residents and partnering schools. The CPN “Neighborhood” is a 5.6 square mile area of Charleston County that coincides with the attendance zones of four CCSD elementary schools with high concentrations of children living in poverty: Chicora, James Simons, Mary Ford and Sanders-Clyde.
CPN provides wraparound services to ensure our Neighborhood students have supports needed to graduate high school and to lead healthy, prosperous lives. CPN provides academic support, extracurricular enrichment, school-based health care to our students, and activities to engage parents and the community in our schools and in the success of our students. CPN implements four evidence-based initiatives in its four CPN schools, with a goal to provide additional opportunities for our students to learn, thereby closing the opportunity gaps and accelerating student academic achievement. Initiatives include:

1. **School-Day Supports** (CPN-funded resources that provide additional professionals, teacher professional development, planning, youth leadership development programs, and field experiences for students),
2. **Expanded Learning Time** (innovative afterschool and summer programs for ~400 students/day, focused on academics and extracurricular enrichment),
3. **Parent & Community Engagement Initiatives** (programs and events designed to empower, equip, and engage community members, families, and students), and
4. **KidsWell Health & Wellness Clinics** (onsite, school-based health centers designed to improve students’ access to quality healthcare and health literacy information).

**Contact**

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