



Internship Role Description for Eleven+ Scholar Applicants

Name of Hosting Organization:

Positive Education Program

Internship Role Title:

Communications and Marketing Intern

Number of roles available:

1

Available to (select any that may apply)

College Student

Graduate Students

Work Location & Office Covid Protocols is applicable (select any that may apply)

Flexible/hybrid- The role can be a combination of virtual and in person

Internship Work Address:

3100 Euclid Ave
Cleveland, OH, 44115

Many of applicants utilize public transportation. Is the work location accessible by public transportation?

Yes, the work location is accessible by public transportation (Bus/Train)

If you selected yes, the work location is accessible by public transportation please provide additional information such as what bus or train line is accessible to the work location

Healthline bus runs right in front of the office

Mission of Hosting Organization

Supporting young people to overcome and thrive.

How does this internship role support the mission/purpose of the organization

Our communications department is a vital part of our organization. This role would play an important part in content creation/planning, website research as well as assist in our annual website audit that all directly impacts the internal and external perception of the organization as a whole.

What functions within the organization will the intern be working with? For example, this role will work with Staff Counselor, Finance Staff, and Operations Team

This intern will be primarily working alongside the Communications & Marketing Director and Chief External Relations Officer.

Will there be additional networking opportunities within the organization for the intern to gain expose to other roles and functions.

Yes, the intern would have numerous opportunities to be exposed to a variety of roles and positions within PEP.

Anticipated Start Date	Monday, May 6, 2024
Anticipated End Date	Thursday, August 1, 2024
Total Number of Weeks for the internship:	12
Total Number of hours per week the intern is expected to work:	25
Workday starts at: (start time or flexible)	Flexible
Workday ends at: (start time or flexible)	Flexible

Host Organizations website:

www.pepcleve.org

Contact Name	Jayleen Melendez Torres
Contact Email	jtorres@pepcleve.org
Mentor Name	Deanna Moore
Mentor Email	Dmoore@pepcleve.org

Internship Summary

You will support our communications team by planning and creating content, conducting website research and assisting with the annual website audit and necessary updates.

Essential Responsibilities of this role?

- Create content for newsletters, blog posts, social media posts and website content to support PEP’s key messages
- Contribute to social media quantitative and qualitative analytics reporting
- Research best-practices and creative ideas to implement in developing an updated organizational website.
- Content planning – meet with staff and subject matter experts to recommend content ideas; interview staff
- Create basic graphic elements using Canva to support content (pictures, social media images, webpage banners, newsletter graphics)
- Research social media best-practices to help determine optimal timing and platforms for content
- Conduct annual website audit – review all pages of PEP’s website; identify needed edits with approval, make edits.
- Assist with event planning and execution

Skill Development Opportunities

Communication Skills	Problem Solving Skills	
Creativity	Adaptability	Work Ethic

Knowledge and skills required for this role

- Passionate about marketing

- Excellent writing skills
- Familiarity with social media platforms
- Basic computer skills
- Detail-oriented (expected to ask for clarification if something is unclear)
- Comfortable with receiving feedback and making adjustments in response
- Ability to work independently and in a team environment
- Effective communicator
- Organized
- Flexible

What does success look like for the intern at the end of the summer

Success in this role will be the successful completion of website research project, website audit project and creation of publishable content for multiple platforms. The intern will create materials that can be included in a professional portfolio.

Other information

This position is hybrid with a flexible schedule of 20 hours per week for 12 weeks. Intern could start as early as April 1, 2024 (option for that date was not allowed on form). If they started in April end date would be in July.

Prepared by: Jayleen Melendez Torres

Date Tuesday, December 12, 2023