



## COMMUNICATIONS AND BRANDING INTERN JOB POSTING

**Role:** Communications and Branding Intern

**Location:** Charter Institute at Erskine

**Reports to:** Chief of Communications

**Start Date:** January 2025

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### GENERAL STATEMENT OF JOB

The Communications & Branding Intern works hand-in-hand with the Communications Department to implement the Charter Institute at Erskine's branding strategy. The Branding Intern will have the opportunity to gain hands-on experience in brand management, communications, and marketing within a dynamic and mission-driven education environment with the opportunity to advance to a full-time position.

### ESSENTIAL DUTIES AND RESPONSIBILITIES

- Serve as an ambassador of the Institute's mission, vision, and brand.
- Assist Department of Communications/Branding with executing the Institute's internal and external communications as necessary.
- Assist Department of Communications/Branding with executing Institute branding strategy in collaboration with the Communications department.
- Assist Department of Communications/Branding with generating long-form written content and maintain media relations efforts such as writing press releases, conducting follow-up calls, etc.
- Assist Department of Communications/Branding with designing and creating marketing materials, including brochures, flyers, newsletters, social media graphics, and posters, aligned with the district's brand guidelines.
- Assist Department of Communications/Branding with producing monthly Institute Times newsletter and other publications.
- Assist Department of Communications/Branding with producing content for monthly stakeholder recognition programs.
- Assist Department of Communications/Branding with Institute social media content production.
- Assist Department of Communications/Branding with implementing Institute schools' marketing and advertising strategy.
- Assist Department of Communications/Branding with the planning of the annual Institute sponsored events including but not limited to conferences and Awards Banquet.
- Assist Department of Communications/Branding with annual department audit and Strategic Planning as necessary.



### **MINIMUM QUALIFICATIONS**

- Strong writing skills in journalistic and business styles of writing required. Applicants should submit 2-3 writing samples in these styles with their application.
- Experience with/knowledge of Microsoft Office and Google Documents.
- Proficiency in (or willingness to learn) Canva and other related software.
- A background or interest in social media management, public relations, communications, political science, and/or graphic design is preferred.

### **NON-ESSENTIAL DUTIES AND RESPONSIBILITIES:**

- Engaging with organization's social media postings & school social media postings
- Performs other duties and responsibilities as assigned

### **CORE COMPETENCIES:**

- Consistently represents the Institute in the most exemplary, positive manner by modeling the Erskine Philosophy in action, conduct, demeanor, and speech.
- Participates in staff meetings, trainings, conferences, and professional development sessions as needed.
- Maintain confidentiality as required by the Institute and by law.
- Demonstrates a high degree of flexibility.
- Ability to thrive in a fast-paced work environment.



**MOBILITY:**

Primarily sedentary, able to sit for long periods of time.

**PHYSICAL REQUIREMENTS:**

Ability to communicate in written form. Capable of using a telephone and computer keyboard. Able to lift up to 10 lbs. Ability to travel within the facility and to other locations. Frequent statewide travel will be required for this role, including school site visits, planning meetings, local and national conferences, training, etc. Overnight stays may be required.

**ENVIRONMENTAL CONDITIONS:**

20 hours a week based on employee's availability. Usual Office Setting (8 a.m. to 5 p.m. – Monday through Friday)

**AFFIRMATIVE ACTION (AAP/EEO STATEMENT)**

The Charter Institute at Erskine is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, or protected veteran status and will not be discriminated against based on disability.

**DISCLAIMER**

This job posting is not designed to cover or contain a comprehensive list of activities, duties or responsibilities that are required of the employee if hired. Duties, responsibilities, and activities may change, or new ones may be assigned at any time with or without notice.