

**Organization:** Black & College Bound (College & Career Readiness Nonprofit)  
**Job Description** Marketing Specialist Internship  
**Reports to:** Founder & CEO

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**Black & College Bound**, a nonprofit agency that conducts college and career readiness programs, is currently seeking a Marketing Specialist to help support a nationally-expanding nonprofit organization making college admission and success possible for urban students through an intensive curriculum of coaching and support. We currently provide services in KC, Atlanta, NYC, and Minnesota. We provide students and parents with (1) ACT/SAT test preparation; (2) guidance in the college admissions/planning process; (3) assistance with resumes, business cards, and networking tools; and (4) mentoring for successful transitions to and through college. Currently, we work with neighborhood, community, school, and church programs to provide seminars that equip students and families with the insight, exposure, and coaching needed to support them along this process. For the 2013 summer, we are hosting one week teen summer camp sessions in KC, Atlanta, and NYC. This position will lead outreach and event planning while securing speaking engagements with national conferences.

### I. Job Summary

We are seeking a dynamic, high-energy, efficient college intern to join our growing organization as part of our program leadership team. The Marketing Specialist is asked to help coordinate local and national outreach for Black & College Bound programs with our CEO, staff, and partners in NYC, Atlanta, & KC. Must be a self-starter who is savvy with technology, networking, and youth programming. Responsible for developing marketing tools and fostering partnerships while supporting the overall development and priorities of the organization.

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### II. Specific Responsibilities

- A. **Design & Conduct Workshops & Materials** on what it takes to get to and through college successfully; recruit professionals and college students as speakers to address planning, best practices, and support systems.
- B. **Design Marketing & Workshop Materials.**
- C. **Conduct Online Searches** and foster connections to identify national organizations, conferences, speakers, and initiatives with similar programmatic interests and priorities.
- D. **Disseminate press releases** and followup correspondence/assessments to clients and guest presenters.
- E. **Supervise, Train and Support Staff & Volunteers:** Coordinating the work activities of summer teen interns to support the planning and execution of teen training seminars - including event planning, marketing, preparation of materials, logistics, supplies, registrations, and volunteer coordination duties.
- F. **Represent the organization** at various special events and community meetings. Identify partners who also serve youth or provide supportive resources that strengthen our programs.
- G. **Convene & Facilitate Meetings** with local and national Panhellenic groups, churches, civic, and youth serving organizations to access youth populations and encourage participation in B&CB activities such as college visits, practice ACT exams, summer enrichment opportunities, and events.

**H. Evaluate, Track and Report on Progress:** Assist in the tracking, evaluation and reporting of program outcomes, including the maintenance of member files and web updates.

**I. Recruit Program Participants and Staff:** Work with program team to recruit, engage, and register students and parents. This may include social media blasts, calling, e-mailing, posting announcements, holding information sessions, and answering applicant questions.

### III. Qualifications

**Administrative:** Serve as lead coordinator for a host of organizational planning needs, errands, correspondence, billings, event planning tasks, and office duties.

**Technological: MUST POSSESS SUPERIOR COMPUTER SKILLS** used daily to prepare workshop materials, create forms, press releases, and presentations. Should also be familiar with spreadsheets & social media (Twitter, FaceBook, & blogs). ( Special consideration for MAC users with knowledge of Pages, Graphics, IPhoto & IMovie, Google Docs, or equivalent programs used for web updates of videos and student profiles - *desired, not required*) \*May request samples of fliers, newsletter, or presentations.

**Maturity:** Must model youth leadership at all times, while teaching other youth to do so. Seeking self-starters with the ability to take initiative and self-manage projects through completion with minimal supervision. Servant leader with strong desire to empower others & deliver excellence at all times.

**Communication:** Able to present information to large groups using strong verbal and written communication skills. Professional presence and grammar when interacting with seminar attendees, funders, and when representing organization at community meetings with executives. May serve as a Teen Leader during some seminars.

- Experience working with urban youth of all ages & strong desire to empower/mentor students.
- Experience implementing youth activities and supervising youth in groups of 8 to 20.
- Must be flexible, creative and articulate.
- Excellent communication, organization, and time management skills.
- High energy, enthusiastic, strong commitment to public service and social justice.
- Desire to work in a growing nonprofit organization, ability to adapt, creativity, and commitment to excellence highly valued.
- Access to reliable transportation preferred, or means to attend community meetings as needed.

**IV.** This College Internship is a nonpaid internship but a great resume builder for individuals seeking to gain extensive experience with youth, nonprofits, & organizational development. Performance bonuses, lunch, and travel/gas stipends available each month. Flexible scheduling options available.

**V. Apply: To apply send resume, cover letter and references to: (Use Subject: B&CB Marketing)**

Deana Ervin, CEO, Black & College Bound at [blackandcollegebound@gmail.com](mailto:blackandcollegebound@gmail.com) (816.994.5424)

- 🗣️ *Cover letter must articulate why working with this organization is a fit for you and what you expect to contribute to the organization and young people engaged in their post high school planning process.*
- 🗣️ *List all pertinent computer skills, talents, and abilities that can contribute to our efforts.*
- 🗣️ *Describe how you can use your network and skills to help us reach many other teens and parents to attend our workshops.*