



## INTERNSHIP POSITION IN 2020

Position	Marketing & Communications Intern
Departments	<i>Kappan</i> Magazine, PDK Foundation, Education Partnerships, PDK Association

### Internship Program Description

The internship positions offered by PDK International are open to undergraduates, recent graduates, or graduate students who are passionate about equity in education and interested in nonprofit work.

PDK International is a perfect place for you if you want to get professional experience and do meaningful work supporting current and aspiring educators and making a difference in the future of education. If you are looking for a place where you can do what you are best at and develop skills that you want, be it skills in project management, event planning, marketing, outreach, research, communications, or else, this is the place for you!

The PDK staff is a team of under 20, which gives interns more opportunities to contribute substantially to projects and learn about the processes in a nonprofit organization.

We have 7 divisions that focus on different aspects of education supports, giving you the opportunity to get involved with a variety of projects and departments and learn diverse skills all at one organization. We aim to give you interesting and impactful work within the projects that you are passionate about.

### Job purpose

PDK International seeks a focused, well-organized intern who is passionate about education and ready to do research in that field, has excellent communication and writing skills, is interested in applying and developing their marketing and/or design skills, and wants to work on outreach strategies to make things happen.

The Marketing & Communications Intern will contribute to the growth of our organization and improvement of member and user experience. They will work directly with divisions heads and

will contribute to improving and structuring internal and external processes, as well as shaping our messaging and communication.

**Duties and responsibilities will be decided together with division heads and intern coordinator and will depend on the intern's interests and experience / set of skills.**

**Some specific projects may include:**

- Research on education issues and helping spark nation-wide conversations
- Developing marketing and social media strategies
- Marketing research and product development
- Website design
- Writing and conceptualizing articles
- Building and sustaining connections with donors, sponsors, and members by mailing donation acknowledgement letters

### **Qualifications**

- Open to undergraduates, recent graduates, and graduate students
- Background in or coursework in marketing / communications / education and related fields
- General knowledge of Microsoft Office, Office 365
- Ability to work independently, stay organized, take initiative, and pay attention to detail
- Interest in education and nonprofit work
- A positive attitude, open mind, and a good sense of humor!

### **Working conditions and benefits**

- The PDK internship is unpaid, however as part of a nimble small nonprofit team you'll have exposure to all aspects of the nonprofit organization, as well as professional development opportunities to help you grow in your areas of interests
- All work is indoors, in a modern open space office. Some local travel may be required, e.g. attendance at conferences, professional workshops, etc.
- 10-15 hours per week, flexible schedule
- Interview \ resume\ cover letter workshops upon request
- \$200 one-time stipend to cover expenses

### **How to Apply**

Send an email to [intern@pdkintl.org](mailto:intern@pdkintl.org) and let us know why you are interested in this position. We're looking for interns with a variety of skills and backgrounds, so make sure to let us know what makes you unique. Look forward to having you on our team!

## **About us:**

**Phi Delta Kappa International** is a professional nonprofit organization for educators. Established in 1906, PDK International supports teachers and school leaders by strengthening their interest in the profession through the entire arc of their career.

We honor educators as professionals who learn daily from their work and want to share their knowledge with others to transform the lives of their students and their own specialized work. As a social sector organization, we elevate the discourse around teaching and learning with the goal of transforming the student experience to ensure that every child has access to a high-quality education.

We support more than 100,000 educators who are dedicated to ongoing learning by:

- Providing high-quality content to help educators throughout their careers, including aspiring teachers, practicing teachers, teacher leaders, administrators, and teacher educators;
- Creating physical and virtual experiences that engage educators in activities intended to improve their practice and address pressing issues and challenges;
- Deepening educators' awareness and understanding of inequities that maintain the status quo;
- Connecting educators with one another to learn and grow together.

## **Our core values:**

### **Social Justice**

We promote practices that seek to achieve social justice and equity in public schools. Educators must understand the history and context of American public education, including institutional racism and discrimination, as well as the moral imperative to ensure equity of outcomes, opportunities and resources for the most vulnerable students.

### **Engagement**

We partner, engage and collaborate with other organizations that are seeking to improve public education. In order for complex problems to be solved, multiple stakeholders from different perspectives need to collaborate and be part of the problem-solving process.

### **Excellence**

We must hold others and ourselves to the highest professional standards: We adhere to constant continuous improvement efforts within the organization and promote practices that ensure accountability for education professionals.

### **Results**

Results matter, both for ourselves and for public schools. We hold ourselves accountable for outcomes and promote results-based practices that improve public education.