



Marketing and Data Associate Intern Description

Organization and Background

Center for Success Network (CFSN) is a nonprofit organization committed to impacting youth through proven, comprehensive literacy programs and exposure to social interactions and activities. Over 9 years, CFSN has expanded into a network of 12 locations from Pontiac to Detroit that serve nearly 400 students, 4 days each week, through the school year and summer.

Mission

Our mission is to unite community and literacy to empower students in their journey of education. We believe all youth have the right to literacy that shapes the trajectory of their future.

Vision

Our vision is to vitalize our community's relationship with literacy by creating training and a supportive village that increases the knowledge, skills, mindsets and avenues for connected contribution to grade level reading proficiency. We pave the way for community contribution towards children's lifelong love of learning through reading.

Programs

- *Individual Literacy:* Our one-on-one tailored literacy sessions are driven by assessments and delivered by trained mentors. Programming is founded on evidence-based, culturally sustaining practices and materials.
- *Out of School Time Programming:* We create trusted learning spaces that honor and value student voice. These after-school and summer programs include meals, social emotional learning, and enrichment activities.
- *Mentor Engagement:* We engage community volunteers to become trusted mentors who inspire youth in positive and impactful ways. We provide literacy and equity trainings, ongoing support, and consistent space to connect with youth.
- *Community Collaborations:* We partner with a network of youth-centered organizations to ensure access to sustainable, high-quality programming. We collaborate through continuous improvement cycles and collective impact.

Organizational Values

- Diversity, Community, Connection, Growth

Position Description

The Marketing and Data Associate Intern will support the design and maintenance of CFSN communication evaluation systems through marketing data collection and analysis, management and use of data regarding internal and external communication platforms. This position will allow CFSN to advance our brand awareness and organization's reach by utilizing the data.

The Marketing and Data Associate Intern position is a hybrid position which will be required to be in person for certain meetings and events.

Responsibilities

Data Systems

- Systemize marketing data and improve data security
- Support the buildout and modification of a comprehensive marketing database
- Maintain marketing data system that functions smoothly and efficiently
- Organize and store data such as open click rates, reel views, impressions, website visits, and ad spend success, etc. into a data management system to streamline accessibility of data.
- Lead, design and implement timely, efficient organizational performance measurement systems that allow accurate, reliable information collection and reporting
- Support timely collection and organization of data on key performance indicators aligned with CFSN's strategic goals

Data Analysis and Presentation

- Ensure that the information collection and analysis needs of all internal and external communications are met
- Present on marketing effectiveness and impact, identifying key trends and action steps, internally and externally
- Prepare analysis of data, and present findings to CSD for marketing improvement, sharing impact and reporting improvement areas
- Compare CFSN impact related to available outcomes of similar local, regional and national marketing programs

Data Implementation

- Analyze and share more comprehensive data with CSD team and expand our marketing reach
- Promote a culture of reflection, learning, and data-based decision making among CFSN staff and stakeholders.

Organization and Program Success

- Attend all applicable recurring meetings, including Equity Learning Community, team and staff meetings
- Collaborate with program staff to ensure progress towards goals
- Share stories and support the organization in telling the CFSN story
- Attend community and organization events
- All of other tasks as assigned

Marketing and Communications

- Contributes to the content strategy by leveraging social media to identify and acquire stakeholders
- Develops social media marketing plans and programs for each facet of the organization
- Maintains online relations with stakeholders by organizing and developing specific external communication programs.
- Provides short- and long-term market forecasts and reports by conducting market research collection, analysis, and interpretation of market data.
- Assist with photo and video content collection across CFSN sites
- Creates new strategies for market development, acquiring and analyzing data, and consulting with internal and external sources.
- Maintains a research database by identifying and assembling marketing information.
- Achieves financial objectives by monitoring the annual marketing budget, scheduling expenditures, analyzing success of ad campaigns, and correcting scope where needed
- Assist in social media marketing department operational requirements by scheduling and assigning staff and following up on work results.
- Help team members develop content creation by providing information, educational opportunities, and growth opportunities.

Preferred Qualifications

The successful candidate must believe in the core organizational values of Center for Success Network and be driven by the organization's mission and vision. The candidate should demonstrate a passion for expanding CFSN with a professional, dynamic, positive approach to building relationships to support the organization's growth. We are seeking

a high-energy Marketing and Data Associate Intern who is mission-driven and excited about working in a fast-paced environment.

Candidates should possess the following qualifications:

- Must be enrolled in an accredited College/University (undergraduate or postgraduate program) or have recently completed (6-months)
- A passion for creating access to education and literacy for communities and youth
- Excellent time management, problem solving & organizational skills
- Ability to plan, prioritize, and coordinate multiple projects simultaneously
- Excellent interpersonal and written communication skills
- Commitment to efficient use of resources
- Experience with email, databases, Microsoft Office software, and Google Applications
- Local travel to sites required; access to a car is highly preferred
- Hybrid position with flexible schedule

This position is a great opportunity for students interested in careers in communications, marketing, graphic design, public/community relations, advertising, hospitality, or event planning.

As a result of this internship, the intern will have highly developed interpersonal skills through staff teamwork and opportunities to build rapport with stakeholders, including volunteers and donors, as well as management experience. Additionally, the intern can select responsibilities from various projects or create projects with autonomy based on individual strengths and/or skills.

Timeline

This position will start in May/June with the possibility to extend into 2024 Fall Semester. Weekly virtual meetings, monthly staff meetings are required, and events are required

Compensation

Position is up to 10-15 hours weekly with a \$500 stipend.

At Center for Success Network we are committed to providing valuable learning experiences and professional development opportunities to our interns. Although this is an internship with a small stipend, we believe the benefits gained through this experience are substantial and can contribute significantly to your future career.

Our internship also offers the following compensation:

- **Learning and Skill Development:** You will have the opportunity to work closely with experienced professionals in your field of interest, gaining valuable insights, industry knowledge, and hands-on experience that will enhance your skillset.
- **Networking Opportunities:** During your internship, you will have the chance to connect with various professionals, build a network within your industry, and establish valuable connections that could be beneficial for your future career.
- **Resume Enhancement:** The experience gained during your internship will be a valuable addition to your resume, showcasing your dedication to professional growth and hands-on learning.
- **Letters of Recommendation:** Upon successful completion of your internship, you will have the option to request a personalized letter of recommendation from your supervisor or mentor, which can strengthen your job applications in the future.

- **Course Credit (if applicable):** We are open to coordinating with your academic institution to offer course credit for your internship experience, subject to their requirements.
- **Flexible Schedule:** We understand the importance of balancing your internship with academic commitments and personal life, and we offer flexibility in scheduling to accommodate your needs.
- **Opportunity for Future Paid Positions:** Outstanding interns may be considered for future paid positions within our organization if they align with our business needs.

We believe that the knowledge, skills, and relationships developed during this internship will be invaluable to your personal and professional growth. As you progress through the internship, we encourage you to proactively seek feedback, engage in professional development opportunities, and make the most of your time with us.

To Apply

Please send a cover letter that captures why this position is a great match for your skills and interests, along with your resume to Thu Tran at thu.tran@center4success.org. Please include the job title in the subject line.