



Calculus Roundtable is a nonprofit educational consulting firm using technology to give students increased pathways to higher math and science skills. The Calculus Roundtable supports 34 districts and hundreds of schools throughout California and Colorado. We are seeking a Press and Social Media intern. The job requires 7-10 hours weekly, plus your attendance in our weekly project team conference calls.

We are looking for an intern to assist with our marketing and social media efforts around 2 high visibility projects. Interns will be part of a team of 6 members working with schools, districts and other public learning institutions. You will learn the ins and outs of public education and it's use of technology to guide learning. You will get firsthand experience making social media a productive part of our overall marketing efforts. This internship is an unpaid position.

Press and Social Media interns are expected to have experience with social media on (at least) a personal level (use on a business level preferred). Examples of marketing or traditional media a plus. You must be able to think strategically and see how social media fits into a non-profit model; work and collaborate with libraries, schools and educational institutions; build long-lasting relationships with important people in the press and social media world; have several strong portfolio additions from projects anchored in Hong Kong, Los Angeles and San Jose.

The intern(s) will be crucial in formulating a social media plan (once ample information is provided to you), and then carrying it out (with our assistance). You must be able to measure and document the impact of social media, and then suggest action-steps to increase impact.

Both projects have global aspects. Familiarity with either Mandarin or Spanish a plus (but not required).

Interns will be performing the following tasks:

- Maintain profiles and pages (Facebook, Twitter, Pinterest, YouTube, etc.)
- Monitor other education related research and social media for new and pertinent stories
- Uploading videos, photo albums, etc.
- Finding users to follow/friend/like our business
- Help write and digitally distribute press releases
- Writing and posting blog posts/tweets/updates, etc.
- Updating and maintaining education media and press list
- Tracking the growth and the impact of social media on our business
- Replying to comments, messages, etc.
- Report findings to the team
- Consistently learn and grow, ask pertinent questions
- Ability create and upload Twitter & YouTube backgrounds, and minor video editing skills are a plus



The intern(s) will complete the projects with the following takeaways:

- Strong letter of recommendation from education professional
- Experience working with San Jose Public Library on a public event
- Experience working with Los Angeles Public Schools communications and Media Department
- Experience working with press and community affairs departments in 2 major media markets
- Media and market collaboration with Hong Kong children's coding school partner

Skills and attributes interns are expected to have:

- Excellent written and verbal communication, strong editing skills
- Be creative with an eye for design
- Ability to develop a detailed and professional marketing plan
- Knowledge of digital media software – Photoshop or other graphic design software, etc. is preferred
- Knowledge of video editing software – iMovie, Final Cut, or Windows Live Movie Maker is a plus
- Knowledge of social media – Facebook, Twitter, Pinterest, YouTube, blogs, etc.
- Willingness to create video blogs, write press releases, and Facebook posts daily
- Energy, with a desire to come up with fresh ideas on how to grow our online presence
- Ability to identify a target market and “speak” to that consumer through social media
- Experience proofreading and editing
- Ability to deal with uncertainty
- Ability to contribute individually, and participate in cross-functional teams