



Position: 826 National Communications and Social Media Intern

Location: San Francisco, California

Compensation: Unpaid

Organizational overview:

826 National amplifies the impact of both our national network of youth writing and publishing centers and the voices of our young authors. We serve as an international proof point for writing as a tool for young people to ignite and channel their creativity, explore identity, advocate for themselves and their community, and achieve academic and professional success. Currently, 826 is in 8 domestic cities and has over 50 826-inspired affiliates across the globe.

We provide strategic leadership, administration, and other resources to ensure the success of our network of eight writing and tutoring centers. 826 centers offer a variety of inventive programs that provide under-resourced students, ages 6-18, with opportunities to explore their creativity and improve their writing skills. We also aim to help teachers get their classes excited about writing. Our mission is based on the understanding that great leaps in learning can happen with one-on-one attention, and that strong writing skills are fundamental to future success. Last year our tutoring centers — located in Ann Arbor/Detroit, Boston, Chicago, Los Angeles, New Orleans, New York, San Francisco, and Washington, DC— served over 32,000 students, held 384 writing workshops, published 1,007 student publications, and worked with over 4,700 active volunteers.

Position overview:

826 National is seeking bright and innovative candidates for the 826 National Communications and Social Media Internship. This position is a great opportunity for those interested in developing their marketing and branding skills, and learning how a national nonprofit utilizes social media to support its mission, promote its chapters and events, and advocate for its students across the country. Through its combined network, 826 National has over 165,000 followers through social media. Interns will be instrumental in increasing social media presence and visibility, and gain hands on experience generating content and engaging with audiences through social media platforms and other communication efforts. All interns must be able to work out of the 826 National office located in San Francisco, CA.

Projects and responsibilities include (but are not limited to):

- Support vision and building of a comprehensive brand book and style guide and adapting our website and print materials to a new and refreshed look
- Build the 826 network and brand awareness through social media and other outreach efforts
- Monitor and engage with audiences on Twitter, Facebook, Instagram and other social media platforms
- Generate content and run social media campaigns (events, fundraising, communications, promotions)
- Write copy for monthly newsletters in MailChimp, and develop content for the 826 National website
- Track and report on web and social media statistics
- Gather research and partnership data
- Support the Digital Manager in implementing the go-to-market strategy for 826 Digital—our new “edtech” platform for educators and teachers across the globe
- Help manage our editorial calendar
- Support department managers with various projects as they arise

Candidate must:

- Have excellent written and oral communication skills
- Possess a strong attention to detail, be technology savvy, and a passion for social media
- Be well organized with the ability to prioritize time sensitive projects
- Possess a genuine interest in the inner workings of a national nonprofit
- Feel a true passion for the 826 mission, desire to learn, and a willingness for good, hard work
- Have a personal laptop to use in the office
- Be able to commit to 15 hours per week for a minimum of 16 weeks or the length of the semester (Summer Internships are generally shorter)

Desired Qualifications (but not a requirement):

- Experience with copyediting and proofreading
- Strong familiarity with a diverse range social media platforms and services including: Twitter, Facebook, Instagram, MailChimp, Hootsuite, Google Analytics
- Courses or experience in communications or marketing

As an 826 National intern you will receive the following perks:

- The opportunity to impact a growing national nonprofit
- Opportunities to participate in 826 Valencia and 826 National events
- A 15% discount at 826 Valencia’s Pirate Supply Store
- A 30% discount on 826 National merchandise

TO APPLY: Please send a cover letter and your resume to information@826national.org. No phone calls or drop-ins, please.