

APPLY TO BE A PEERFORWARD

Workshop Marketing Intern

What is PeerForward?



PeerForward transforms the lives of young people from low-income communities by developing teams of high school students who use influence and community organizing to lead their peers to higher education and careers. Our high school Peer Leaders will connect 122,000 students to postsecondary success in the next four years. You can help train these Peer Leaders at our Summer Workshops.

From Students to Peer Leader

Workshops are the cornerstone of the PeerForward program. This is where the transformation occurs from student to Peer Leader.

OUR IMPACT

80% of students who attend a workshop enroll in college.

350k Students — that's how many we've worked with nationwide in the past two decades!

Double the likelihood that a low-income student will enroll in college thanks to our peer-to-peer model.

OUR TRAINING



College Admissions Portfolio
Personal Statement, College Lists & Applications



Financial Aid



Leadership Development

Position Description

We are seeking a motivated and creative Marketing Intern to join our team at PeerForward. As a Marketing Intern, you will support the marketing department in various initiatives aimed at promoting PeerForward's mission and engaging our target audience of students in grades 9-12. This internship offers valuable hands-on experience in marketing, communications, and nonprofit work.

Position Responsibilities

- Help manage two of PeerForward's social media channels, Instagram and TikTok, by scheduling posts, monitoring engagement, and responding to inquiries.
- Plan and schedule social media posts for each day of the PeerForward workshop; write blog posts recapping the PeerForward workshop season.
- Assist in developing and executing marketing campaigns to raise awareness about PeerForward's Core program signature workshop and engage alumni in workshop specific campaigns.
- Create engaging content for various digital platforms, including social media, website, and email newsletters.
- Conduct interviews of Peer Leaders, Alumni, Volunteers, Advisors, and staff.
- Conduct research on industry trends and target demographics to inform marketing strategies.
- Collaborate with the marketing team to create and update content galleries, listservs, and promotional videos.
- Support the planning and execution of in-person events, including photoshoot, social media trainings, and video shoots during workshops.
- Assist in tracking and analyzing marketing metrics to evaluate campaign effectiveness and identify areas for improvement.
- Provide general administrative support to the marketing department as needed.

Major Deliverables:

- Daily posts on Instagram, TikTok plus 7-10 stories per day
- Interviews/content for Alumni-centered information campaign
- Interviews/content for Peer Leader campaigns
- Workshop recap video
- Thank you e-mail for Alumni
- Blog post for workshop recap

Qualifications

Qualifications for Position

- Currently pursuing a bachelor's degree in marketing, communications, or a related field.
- Strong written and verbal communication skills.
- Proficiency in social media platforms, content creation, and digital marketing tools.
- Basic knowledge of marketing principles and techniques.
- Detail-oriented with excellent organizational skills.
- Ability to work independently and collaboratively in a fast-paced environment.
- Familiarity with design software (e.g., Canva, InShot, CapCut, Adobe Creative Suite) is a plus.
- Passion for education, youth empowerment, and PeerForward's mission.

Schedule & Minimum Commitment

- Ability to commit to one Workshop week (Tuesday-Sunday)
- Written deliverables are due five days after the close of the last workshop.



Reporting Structure

The Marketing Intern will report directly to the Digital Communications Manager, working closely with the entire marketing team.

Stipend

The Marketing Intern will receive a stipend of \$500 per Workshop week including paid travel, housing, and meals.