



**Great  
Books  
Foundation**

**Job Description**

**DATE: 04/20/2018**

**POSITION:** Marketing Intern

**REPORTS TO:** Director of Sales and Marketing

**ABOUT US:** An independent, nonprofit educational organization, the Great Books Foundation fosters an inquiry-based approach to reading and discussion for students and adults in all walks of life. We believe that literacy and critical thinking help develop reflective and well-informed citizens. Our goal is to inspire people of all ages to become more knowledgeable, reflective, and engaged citizens.

- We create reading and discussion programs for students and adults in the conviction that literacy and critical thinking help people of all ages become more knowledgeable, reflective, and engaged citizens.
- We teach preK-12 students in Great Books programs how to think critically--sparking passion for literature and ideas through the discussion of fiction, nonfiction, poetry, and drama.
- We provide instruction for teachers, parents, and adult volunteers in the Shared Inquiry™ method of teaching and learning. Developed by Great Books, Shared Inquiry promotes close reading, careful questioning, active listening, and the respectful exchange of ideas.
- We create partnerships with educational and community organizations to advance reading and discussion as a means for exploring shared concerns and common ground.

**GENERAL DESCRIPTION OF POSITION:** The Great Books Foundation is seeking an intern to support the marketing team during summer 2018 in our downtown Chicago office. Our interns participate in exciting projects and assignments that support our mission while working on your own and with team members to gain nonprofit experience and expand your skills.

**DUTIES/RESPONSIBILITIES:**

- Learn about Great Books Foundation email campaigns, analyze data and create reports
- Help our marketing team create an engagement action plan for email campaigns
- Provide support to update and improve data quality in CRM
- Review our social media presence and create strategy to boost followers and engagement

- Plan and execute social media strategy and campaigns to promote summer events
- Assist with Google Adword Grant approval, ad content creation and optimization
- Collaborate with internal departments on projects and assignments
- Form strategies based on the company's goals and keeping budget in mind

**SUCCESSFUL INTERN CANDIDATE MEETS THE FOLLOWING REQUIREMENTS:**

- Minimum requirement of sophomore year college completion; completion of junior year preferred
- Must be pursuing a Bachelor's degree in a field relevant to the internship
- Minimum GPA of 3.0
- Demonstrated time management skills through course work and extracurricular activities
- MS Office experience (Excel, Word, PowerPoint), experience with CRM and Adobe creative suite a plus
- Good written and verbal communication
- Collaborative/teamwork oriented