Marketing, Communications and Social Media, Summer Intern Job Description

About Composer

Composer is the first digital platform to offer educators a comprehensive collection of resources for citizenship education. Composer was founded in 2018 as a collaborative initiative between High Resolves, Facing History and Ourselves, iCivics, Generation Citizen, and Peace First for teaching citizenship through civics, social justice, social and emotional learning, and global competence. Composer features 1,000 learning experiences from dozens of the world’s leading content providers. The platform is grounded in learning science to support educators with curriculum planning. In Fall 2019, 455 users from 113 schools across North America and Australia participated in a private beta of the platform. Since launching in April 2020, Composer is publicly available as a free tool for educators. This initiative is supported by the Chan Zuckerberg Initiative and Imaginable Futures, a venture of the Omidyar Group.

About High Resolves

Composer is an educational technology start-up incubated within High Resolves. At High Resolves, we specialise in the design and delivery of citizenship and leadership learning experiences for students. Inspired by our vision: a generation of young people resolving to make a positive difference in the world, we have developed award-winning citizenship curriculum that is backed by learning science and 15 years’ experience in the field. High Resolves is a leading-edge social enterprise, founded in Australia, which has now expanded into the United States, Canada and China, with new partnerships also forming in Brazil, Armenia and India. We’re currently reaching about 10% of Australian teens, but we’re growing rapidly, with plans to reach 50% of Australian high school students in the next four years.

About the Team

Our team is one of a kind. We have a growth mindset and we live by our 10 character traits: Passionate, Committed, Purpose-led, Curious, Bold, Pioneering, Rigorous, Relentless, Sincere and Adaptable. We are a local team in a global organisation, bringing a range of experience from teaching to law, social work to financial services, sales to communications – each of us has taken our own path to our current role, but we share a common belief in the vision and mission of High Resolves.

The Role

As the Marketing, Communications and Social Media Intern, you will support the product marketing team on crafting communications in line with our brand, building general brand awareness, and managing social media accounts and growing reach. Depending on projects and capacity, tasks may also include writing blog posts, editing press releases, and supporting overall marketing strategy. As a member of the Composer team, you will also support team-wide initiatives, including support for team events and webinars. This role reports to the Head of Product Marketing.
What You’ll Do

- **Content Marketing:** Contribute to Composer’s online voice and presence: writing, maintaining and continuously improving the quality of brand-relevant content across all digital channels, including website, blogs, email marketing newsletters, and social media platforms. Maintain editorial calendar and content publishing flow.
- **Communications:** Support in drafting communications for both internal and external audiences. Monitor education trends in the media and execute on earned and owned media strategies.
- **Social Media:** Grow and manage Composer’s social media accounts and help create social media strategies and campaigns to drive engagement.
- **SEO/SEM:** Utilize, maintain, create ad campaigns on Google Adwords/Social informed by Composer’s SEO/SEM strategy. Help to regularly examine analytics, open rates, SEO data, and other useful data points to improve audience engagement.
- **Events:** Support in coordinating and executing events, activations, and partnerships as needed.

What We’re Looking For

- Excellent writing and editing skills, with a strong attention to detail
- Interest in managing multiple social media accounts and digital channels
- Interest in professional growth in the social impact or education technology sector.
- Ability to think creatively and problem-solve solutions
- Willingness to learn new things
- Positive, ‘can-do’ attitude and strong interpersonal skills
- Interest in journalism, communications, marketing, social media and/or relevant skills a plus.
- Interest in gaining familiarity with digital tools such as Asana, MailChimp, and Salesforce a plus.

Who Will Love This Role

You are a strong communicator who is great with the nuances of language, have an understanding of social media platforms, and want to gain experience building a brand from the ground up. You’re excited by the opportunity to join a growing purpose-driven ecosystem of changemakers in education, and impacting the experiences youth have in classrooms around the globe. You’re excited to contribute and learn in a start-up environment. You would be joining an organisation that embraces flexible work arrangements and is dedicated to each team member’s professional and career development.

How to Apply for This Position

We are an equal opportunity employer founded on the principles of inclusive leadership. To apply for this position, please submit your CV and a brief cover letter email telling us what attracts you to the role and what specific skills and experience you have that will make you the ideal candidate for the role. Applications should be emailed to liann@composereducation.org with the subject line “Marketing, Communications and Social Media Intern, Composer.” Please note that the planned start date for this role is June 1, 2020 (start date negotiable). Depending on your availability, this internship can range from 10-30 hours per week. The position is unpaid.

www.composereducation.org