



SUMMER 2024 FELLOWSHIP PROGRAM

Big Shoulders Fund is an independent tax-exempt charitable organization that serves lower-income schools which provide a values-based education for children, thereby contributing to stronger communities. We serve students in 92 schools in the Chicago area and Northwest Indiana. Each school is a vital resource for students, families, and communities, with research showing that when a Big Shoulders Fund school closes, the surrounding area experiences an increase in violence and a decrease in social cohesion. For more than thirty-six years, Big Shoulders Fund has helped children achieve their dreams through access to high quality education.

Our team of Summer Marketing Fellows play a critical role in supporting the vital work of school marketing and enrollment efforts.

This is a part-time, paid marketing-focused internship based at Big Shoulders Fund supported schools, under the supervision of local school staff. It is primarily an in-person role, though some weeks will include virtual work. Ideal candidates have a background or major in marketing, communications, or community organizing. Some evening and weekend hours required.

RESPONSIBILITIES

Support the marketing and enrollment efforts of individual Big Shoulders Fund schools by assisting with related tasks, including:

- Designing and producing marketing pieces (e.g. signs, banners, flyers);
- Updating/supporting website and social media pages on behalf of the school;
- Developing and placing ads with various media outlets (e.g. local newspaper, Facebook, radio);
- Canvassing school neighborhoods with support of school parents and/or staff; and
- Completing other related tasks as needed.

PROFESSIONAL BENEFITS

- Serve as part of a dynamic team focused on providing outstanding educational opportunities for students & families
- Develop skills in communications, marketing, community outreach and leadership
- Experience working for a longstanding, independent 501(c)3 with a high profile in the city of Chicago
- Build a network of professional contacts

REQUIRED QUALIFICATIONS

- Experience in marketing, communications, web development, social media or community organizing
- Excellent verbal and written communication skills; superb interpersonal abilities
- Capable of both a high degree of independence and teamwork in responsibilities
- Strong organizational and time-management skills
- Innovative and creative approach to tasks
- Cultural sensitivity and ability to work collaboratively with diverse groups of people
- Commitment to and passion for improving access to high-quality, values-based education options for all children
- Access to reliable transportation (public or personal) required; this position is primarily based at schools located in Chicago
- Ability to commit to approximately 10-20 hours per week over 8 weeks beginning in June (with a one-week break in July)
- **Ability to read/write/converse in Spanish a plus, but not required**

What former fellows are saying about the program...

"I really got exposed to the marketing field and that was a great experience."

"I liked working for a non-profit because it gives me the opportunity to interact with a community and work for a good cause."

"I really enjoyed being able to assist in the schools in a meaningful way."

Please send resume/cover letter to:

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