



Massachusetts PIRC

Parent Information & Resource Center

Marketing/Media Internship: Fall/Spring/Summer (UNPAID)

Come join the Massachusetts PIRC and be a part of a dynamic team whose mission is to reform education through informing parents of their rights under the federal law *No Child Left Behind*. This is a unique opportunity to adapt practical marketing concepts to benefit a not-for-profit organization. It's also an exciting chance to learn about the groundbreaking law that seeks to improve all schools, giving ALL children a chance at a quality education and lowering the achievement gap between groups of students. We provide information to families in economically disadvantaged and culturally diverse communities statewide through the dissemination of resources and free workshops.

Primary responsibilities include:

Marketing/Web

- Work with staff to develop web marketing initiatives that promote brand awareness and increase visibility of Massachusetts PIRC.
- Identify potential techniques for reaching target audiences and assist with implementation.
- Monitor media and organization websites.
 - Identify relevant content and design strategies that may be applicable to PIRC.
 - Track media opportunities for PIRC and assist in the creation of press materials.

Team Membership and Planning:

- Participate in team meetings, services, and strategic planning sessions as appropriate.
- Attend project activities with constituencies, as appropriate, i.e. parent workshops, family resource fairs, and early childhood programs.
- Gain experience working in a large parent advocacy organization: The Federation for Children with Special Needs.

Qualifications:

- Excellent communication, organization and writing skills.
- Business/marketing majors preferred.
- Excellent computer skills; Basic HTML and web knowledge preferred.
- Ability to multi-task.
- Ability to work both independently and as part of a team in a fast-paced environment.
- Good sense of humor and willingness to learn.


For more information, check us out at: www.pplace.org.

To apply please send your resume and a cover letter to:

Massachusetts PIRC; Federation for Children with Special Needs
1135 Tremont St. Suite 420, Boston MA 02120
Attn: Workshop & Resource Coordinator, Ms. Bria D'Amico

Or email:

bdamico@fesn.org

A Project of  Federation For Children With Special Needs

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