

ASA High School Internship Job Description

American Student Assistance® (ASA) is a national non-profit with a mission of helping students know themselves, know their options, and make informed career and post-secondary education decisions. We advocate for expanding experiential opportunities for kids to gain career experience, workplace skills and an understanding of the education necessary to follow a career path prior to leaving high school. To learn more about ASA, visit asa.org.

We are seeking 5-8 motivated high school students to participate in our *paid* summer internship program. **The program will run from Monday, July 8, 2024, through Thursday, August 29, 2024, and will be paid \$20/hour (with flexibility on end date depending on intern/manager availability).** Interns will be assigned to work within a specific department based on their expressed interest during the interview process. Departments include PR & Communications, Creative Marketing, Advocacy & Corporate Social Responsibility or Information Technology.

This position will be primarily based out of our Boston office (Downtown Crossing – 33 Arch Street) and offers a Monday – Thursday work week. The ability to work on site is required. Please see below for department specific tasks and functions.

Benefit to Interns:

We hope to provide a supportive learning environment for students both within your internship cohort as well as with the adults in your specific departments. Interns will gain a variety of experiences which may include:

- Workshops geared toward furthering career development skills (LinkedIn, resume building, networking, communications, financial wellness etc.)
- Volunteer experiences with your intern cohort
- Virtual career panels hosted by Boston PIC
- Develop presentation with recommendations for employers looking to create high school internship programs (completed as a group throughout the entirety of the internship)

Education & Experiences:

- Ambitious high school student (rising *junior, senior, or recent graduate*)
- The ability to work up to 32 hours per week for a period of 6 weeks
- Experience with or willing to learn Office 365 including Outlook, Word, Excel, and PowerPoint and database management software such as Salesforce Strong sense of self-motivation, organization, and attention to detail
- Demonstrated passion for education, policy, advocacy
- Eager to build professional skills, learn the workings of an education non-profit, and continuously learn
- The ability to communicate effectively in print, web, audio, or visual formats.

PR & Communications Department: ASA's PR & Communications department drives all of ASA's thought leadership, including media opportunities, business-to-business social media, events, and speaking engagements.

A PR & Communications intern will:

- Assist with the planning of thought leadership programming for online and in-person panel discussions about Gen Z career readiness
- Drafting and editing content for the thought leadership blog, social media, and media relations materials
- Assist with project-managing departmental and cross-functional campaigns and initiatives

Creative Marketing Department: ASA's creative marketing department supports all direct-to-kid messaging, including social media on Instagram and TikTok, as well as drives marketing campaigns that support ASA's work.

A creative marketing intern will:

- Create concepts + pitch social post ideas
- Star in + produce + edit images/videos (production in platform or in separate program)
- Brainstorm new, creative approaches to reach our target
- Review comments for insights
- Identify micro-influencers in relevant industries and areas

Who you are (in relation to social platforms):

- Stay up to date with:
 - trends for Gen Z (and Gen Alpha)
 - trends across all the social media platforms (IG, Snap, TT, etc)
 - emerging trends, technologies, and influencers
- Wide breadth of knowledge about all the social platforms we use
- Consistently consume media on social platforms (posting on the platforms in a big plus)

What you bring (in general)

- Tech-savvy with an interest in Gen Z and Gen Alpha marketing
- Comfortable and confident on camera
- A strategic thinker who can connect social trends to product benefits in authentic/relatable ways
- Detail oriented (proofreading before publishing, making sure to look at the background and edges of the image so there isn't anything weird, etc.)
- Able to maintain consistency in content and ensure alignment with the brand

Advocacy & Corporate Social Responsibility Department: ASA's Advocacy & Corporate Social Responsibility (CSR) works to engage and support educational legislation and policies that will fund more opportunities for middle and high schoolers to engage in work-based learning and other "non-traditional" career exploration pathways. Our CSR department helps allocate grant funds to support nonprofits that are doing innovative work.

An intern in the Advocacy & CSR department will:

- Serve as the student perspective for content creation, engagement with youth advocacy organizations, and sharing of resources and data on effective career-connected learning at the federal, state, and local level
- Help coordinate the collection of materials needed for proposal development and assist with the preparation and timely submissions of proposals and reports
- Evaluate proposals to determine grant awards

Information Technology Department: ASA's technology department works across the organization to make our work possible by supporting staff in a hybrid work environment and collaborating with the marketing and strategy innovation teams to improve ASA's digital products.

A technology intern will:

- Desktop Support
- Network Support
- Software Development
- Quality Assurance Testing