



## **SAN DIEGO COUNCIL ON LITERACY**

**Direct Unpaid Internship**

**Non-Profit Organization**

**Marketing Intern**

**Marketing/Management/IDS**

**Undergraduate Students**

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### **Organization Background**

The San Diego Council on Literacy (SDCOL) provides services and resources that improve quality of life by enhancing the basic reading, writing, and math skills of those individuals who perform at the lowest levels of literacy. We partner with 24 adult, youth, and family literacy programs that provide literacy in all areas of San Diego County.

### **Project Overview**

The San Diego Council on Literacy aspires to raise literacy to a position of greater urgency and prominence in our community. We need assistance in raising literacy awareness that will result in greater volunteerism and resources for our efforts. An intern can contribute to this objective by doing the following:

- Engaging in general communications with local media sending press releases about upcoming events and story leads to the media to generate features stories for literacy
- Updating media community calendars
- Engaging in social marketing activities
- Promoting special events
- Collecting literacy student success stories
- Creating flyers and other promotional literature
- Assisting with newsletter production and e-blasts and promotion of health literacy project
- Assisting with promoting speakers bureau and participating in speakers bureau coordination
- Assisting with web site management and updates on literacy statistics

### **Skills and Requirements**

- Good organizational skills and attention to detail
- Good writing and listening skills
- Good people skills and phone manner
- Understanding of media culture and press release formatting
- Experience with and understanding of social marketing tools

To apply send your resume to Jose Cruz at [jcruz@literacysandiego.com](mailto:jcruz@literacysandiego.com)