

Graphic Design & Marketing Intern Description

Dreams for Schools (DFS) was founded in 2013, with the vision to make science, technology, engineering, and math (STEAM) education approachable and accessible for all. We provide after-school enrichment classes to local schools and organizations that serve K-12 students.

As a Graphic Design & Marketing Intern at Dreams for Schools, you will have the opportunity to gain practical experience in both graphic design and marketing, allowing you to develop a comprehensive skill set in visual communication and brand promotion. This internship is designed to provide hands-on experience in creating captivating designs, developing marketing materials, assisting with the promotion of the organization's programs across multiple platforms, and helping update curriculum content.

Learning Objectives

Over the course of the internship, students will learn to:

- Develop proficiency in graphic design software and tools, specifically Canva or others.
- Apply design skills to marketing campaigns across various channels.
- Gain an understanding of the role of graphic design in branding and marketing.
- Develop teamwork and collaboration skills..

Primary Duties & Responsibilities

- Collaborate with the marketing team to develop visually compelling graphics, illustrations, and layouts for digital and print materials, including social media graphics, website content, infographics, brochures, and presentations.
- Support the creation and execution of marketing campaigns across channels.
- Assist with general everyday posting and management of Dreams for Schools' social media accounts.
- Contacting alumni instructors to capture "Where are they now?" stories to be shared digitally.
- Contribute to the development of curriculum materials for different programs, ensuring brand alignment.
- Assist with other marketing-related tasks as assigned, demonstrating flexibility and adaptability in a dynamic work environment.

Desired Qualifications, Experiences, and Skills

- Currently pursuing a degree in Graphic Design, Visual Communication, Marketing, or a related field.
- Familiarity with graphic design software such as Canva, Adobe Creative Suite (Photoshop, Illustrator, InDesign) or other relevant design tools.
- Familiarity with social media platforms and their visual requirements is a plus.
- Excellent interpersonal and communication skills
- Self-motivated with a proactive attitude and the ability to work independently as well as collaboratively within a team.
- Access to a working laptop.
- Ability to work in the office with a combination of hybrid hours weekly.



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How to Apply:

- Email hr@dreamsforschools.org with your name, position of interest, resume, and cover letter (optional) and our team will get back to you with next steps. This is a student fieldwork placement position and does not have pay.