



Company/Organization Name: Naperville Community Unit School District 203

Industry/Pathway: Finance/Business Services (FBS) - Marketing

Internship Title: D203 Strategy & Engagement Internship

Approximate Hours per Week: 5-10

Rate of Pay: \$15/hr

About Company/Organization: Naperville School District 203, Administrative Center,
203 West Hillside Road

Internship Position Description: The Strategy & Engagement Intern will support internal and external communications initiatives across the district. Working under the guidance of the Strategy and Engagement Department, the intern will gain hands-on experience in Marketing, Communications, and Public Relations. This position is designed to meet the requirements for the student's College and Career Pathway Endorsement and will provide meaningful exposure to real-world work in a flexible, hybrid format.

Essential Duties:

- Create multimedia content for the district website and official social media platforms.
- Create feature articles, event spotlights, and marketing materials for publication and media outreach.
- Support the district's website redesign initiative through content audits and organization.
- Contribute ideas and strategies to enhance student and staff recognition efforts.

- Review and interpret social media and website analytics to inform future content planning.
- Monitor digital platforms and news media for district-related stories and engagement trends.
- Participate in planning and event preparation for district-led programs and celebrations.
- Take on additional communications-related tasks to support the department or explore specific areas of interest.

Knowledge, Skills, Abilities, and/or Interests Desired in Applicants:

- Strong writing, proofreading, and editing skills; ability to write in a clear, concise, and engaging style appropriate for various audiences.
- Familiarity with AP (Associated Press) style is highly preferred.
- Technologically proficient, with Google Workspace experience (Docs, Slides, Drive).
- Knowledge of or experience with Adobe Creative Suite (InDesign, Photoshop) and/or video editing software is desirable.
- Active use and understanding of social media platforms, including Facebook, Instagram, X (Twitter), and YouTube, is required.
- Understanding of website layout and design principles is desirable.
- Demonstrates professionalism, discretion, and sound judgment, particularly when working with confidential information.

Physical Demand(s) of Position: The intern may work in both office and off-site settings.

Physical requirements include:

- Frequent use of hands and fingers for typing and computer work.
- Ability to sit for extended periods; occasional standing, walking, and reaching.
- Visual acuity to review detailed digital content.
- Occasional lifting of materials up to 25 pounds for event setup.
- Ability to travel between school district facilities for meetings and events

Type of Internship: Hybrid (in-person and remote work required)

Contact Name: Lisa Xagas

Title: Assistant Superintendent for Strategy & Engagement

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