

College Track

<https://collegetrack.org/>

Oakland

\$25/hr, 40 hours /week

June 16 – Aug 22

About

At College Track, we firmly believe that a bachelor's degree remains the best predictor of economic mobility, civic engagement, lifelong wellness, and self-agency. By serving students from low-income communities who will become the first in their family to graduate from college, we fulfill the promise of higher education for generations to come. Our work is rooted at the intersection of educational equity and racial justice, setting the stage for our students to thrive in careers where people of color have been historically underrepresented. College Track's mission is to equip scholars confronting systemic barriers to earn a bachelor's degree in pursuit of a life of opportunity, choice, purpose, and power.

College Track offers a vibrant workplace environment in downtown Oakland. We typically work Tuesday, Wednesday, Thursday in-person with Mondays and Friday remote. We have a 3-story office with hotel-style seating and look forward to welcoming you into our space. We have monthly team lunches and a lot to learn from each other. Additionally, during the week of June 30th - July 4th, interns will work remotely on pre-assigned, independent projects and attend FirstGen program activities in person in the Bay Area.

College Track is seeking 2 FirstGen Interns to support the Communications and Data Science teams.

Communications Intern

SCOPE

The Communications Intern will support the Communications department across digital, internal, and external communications efforts. This role offers an opportunity to gain

hands-on experience in creating and executing communication strategies while learning how to apply new skills to enhance the effectiveness of the team's initiatives.

RESPONSIBILITIES

- **Media Lists Building:**
 - Research and compile media lists relevant to College Track's initiatives and target audiences
 - Stay updated on media outlets, journalists, and influencers within the education and nonprofit sectors
 - Assist in developing and maintaining relationships with media contacts
- **Graphic Design:**
 - Create visually appealing graphics for social media posts, presentations, and other communication materials
 - Collaborate with the communications team to ensure brand consistency in design elements
 - Use graphic design tools to enhance the visual appeal of content
- **Digital Asset Management:**
 - Organize and tag digital assets, including photos, videos, and other multimedia content
 - Work with the communications team to establish and maintain a structured digital asset library
 - Ensure accessibility and easy retrieval of digital assets for various communication needs
- **Varied Communications Tasks:**
 - Support the development and execution of communication campaigns, including drafting and editing content for press releases, newsletters, and social media
 - Assist in monitoring and analyzing media coverage and social media engagement
 - Contribute to brainstorming sessions for creative communication strategies
- **Adaptability:**
 - Undertake additional communication tasks as needed, adapting to the evolving needs of the team

MUST-HAVE QUALIFICATIONS

- Strong organization skills; attention to detail
- Strong time management skills, and the ability to prioritize and meet deadlines
- Highly motivated and committed to providing quality work to support the team
- Strong written and verbal communication skills
- Ability to proactively identify and apply critical thinking skills to ask address problems and/or issues that may arise
- Flexible and adaptable with projects; willingness to support projects across multiple departments and leaders
- Exhibited ability to engage with others in a polite, professional and respectful manner
- Ability to travel/be present at events outside of normal business hours (expenses will be covered by College Track)

NICE-TO-HAVE QUALIFICATIONS

- Student Year: Sophomore, Junior, Senior, Recent Graduate
- Basic graphic design skills and familiarity with design tools (e.g., Canva, Adobe Creative Suite)
- College Major(s): Marketing, Journalism, Communications, Public Relations, or relevant degree program
- Strong interpersonal and communication skills (both written and verbal)

Program Evaluation & Research Intern**SCOPE**

The Program Evaluation & Research team at College Track plays a pivotal role in supporting our mission by monitoring scholars' progress and using research to inform program enhancements. This internship provides a valuable opportunity to learn how nonprofits collect, manage, and analyze data to evaluate impact and guide decision-making. It's an ideal fit for individuals with experience in data work who are eager to deepen their understanding of large-scale data systems and their applications in the non-profit sector.

RESPONSIBILITIES

- Support data collection of experiences from College Track scholars, families, and staff

- Assist with collecting stories and experiences in one-on-one and group environments
- Assist in writing of reports and presentation of findings
 - Document trends from data projects that will be used in reports of results
 - Build charts, tables, and graphs to help visually display results for College Track staff and external audiences

MUST-HAVE QUALIFICATIONS

- Research and analysis experience to further understand a topic or identify best practices, and process that information to develop solutions/ deliverables
- Experience with Google sheets and Excel
- Critical thinking and initiative, a willingness to ask questions to understand an issue from all possible angles, and to pose creative solutions to challenges
- Excited to jump into a project, put forth a recommendation, and comfort with raising concerns when needed
- Strong time management skills, and the ability to prioritize and meet deadlines

NICE-TO-HAVE QUALIFICATIONS

- Student Year: Sophomore, Junior, Senior, Recent Graduate
- College Major(s): Data Science, Computer Science, Economics, Mathematics, Statistics
- Experience with SQL, R, or Python