



## **JOB DESCRIPTION**

**Job Title:** Communications & Marketing Assistant

**Reports To:** Development Manager

### **Organization Overview**

DAPCEP is a nonprofit organization in Detroit, Michigan. Our mission is to increase the number of historically underrepresented students who are motivated and academically prepared to pursue degrees leading to STEM careers. We achieve this with supplemental academic programs for Pre-K to 12th grade students by partnering with schools and universities to develop and facilitate engaging curriculum. We are driven to increase the number of students who graduate from high school and pursue degrees and/or careers in STEM fields and serve more than 13,000 students annually.

### **Job Summary**

The communication and marketing intern will be responsible for supporting DAPCEP's communication and marketing efforts. This person will work closely with the development manager to help execute communication and marketing plans and strategies, support the renewal and refresh of marketing collateral, lead on updating the DAPCEP website, organize DAPCEP media and collateral, and collaborate with DAPCEP's external professional marketing team.

### **Key Responsibilities**

- Social media content and strategy coordination between DAPCEP and our external marketing contractors.
- Drive the distribution of DAPCEP's newsletter.
- Public event research to source opportunities for organization leadership to participate in panels and demonstrate DAPCEP's leadership in the STEM academic preparation ecosystem.
- Complete DAPCEP website maintenance and updates.
- Liaise with graphic designers and content developers to manage collateral development from ideation to completion.
- Manage and organize DAPCEP photos and media content.
- Update and ensure consistent branding in all public-facing collateral including presentations/decks.
- Gather and organize DAPCEP alumni stories and data.
- Other duties as assigned

### **Qualifications**

- Currently enrolled in a degree program in communications, journalism, public relations, or a related field and have completed one year in the program.
- Experience with social media.
- Detail-oriented with strong organizational skills.
- Passion for nonprofit work and social impact.

### **Key Skills, Knowledge, and Abilities**

- Excellent written and oral communications skills.



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- Proficiency and fluency in using computers, computer software, and platforms including:
  - Google Workspace (Docs, Sheets, Slides)
  - Microsoft Office (Word, Excel, and Powerpoint)
  - File management tools (Google Drive, Dropbox, or Box)
  - Web browsers and search engines to conduct Internet research.
  - Adobe Reader & Acrobat
- Exhibit a continuous improvement mindset and earnest interest in learning new skills.
- Keen attention to detail and highly organized.
- Outstanding organizational skills and ability to handle multiple projects with competing deadlines.
- Ability to work independently to troubleshoot challenges and seek solutions to obstacles.
- A strong desire to improve opportunities that drive the academic success of students from diverse racial, cultural, and socioeconomic backgrounds.

### **Work Environment and Schedule**

This is a paid, contract-based, position for 20 hours per week. The final work schedule will be determined upon hire. **However, at least 2 days per week onsite in the DAPCEP office in downtown Detroit from Tuesday-Thursday will be required.**

The position will report to the development manager and work closely with other staff members as needed.

### **To Apply**

Send a resume and cover letter to [mwilliams@dapcep.org](mailto:mwilliams@dapcep.org) with the subject line "2023 DAPCEP Communications Intern".