Communications Internship

Overview

Readeezy, a digital library for struggling teen and older readers, is seeking an ambitious and creative Communications Intern to join our intern cohort. As a Communications Intern, you will work closely with the Readeezy team to strategize and support the development and execution of key projects and campaigns that resonate with our target audience. This includes overseeing email marketing, social media, and other related tasks. Although this is an unpaid internship, it provides the opportunity for a wide range of on-the-ground experience for those interested in a career in the nonprofit, publishing, and/or education field.

Who we are

Readeezy Literacy is a 501(c)3 non-profit organization that has created a digital library specifically designed for struggling teen and older readers to improve their literacy outcomes as well as social and emotional growth. Our books include the following features: age-respectful storylines at an accessible reading level; illustrations throughout; checks for understanding using gaming as stealth assessment; critical thinking/problem-solving questions; assessment of non-academic learning (e.g., relationships, empathy, identity).

About our Readers

Readeezy's target audience consists of struggling, disabled older readers; therefore, we focus on publishing high-interest, low-reading-level stories that have illustrations on every page. These types of stories are engaging for their age group and can be easily read and understood by them. Unfortunately, a lot of books that are accessible to struggling readers are tailored towards elementary students. Older students are not interested in the juvenile content of these books, which leads to them refusing to read, which leads to them continuing to struggle. Our vision is to create a digital library that will help them enjoy the activity of reading again.

Readeezy stories are 3,500-4000 word stories written at a 3rd or 4th grade level with 5-6 chapters.

Read a sample of our books at readeezy.com

Qualifications

- Major in Communications, Marketing, Advertising, or related field
- Proficient or working knowledge in digital design programs including but not limited to Photoshop, Illustrator, and Canva

- A working knowledge of color, layout, typography, and other design fundamentals
- Some experience using social media management tools such as Hootsuite, Buffer, and Facebook Meta
- A team player with excellent communication skills
- Detail-oriented and self-starter
- Strong computer, design, organizational, and multi-tasking skills
- Able to commit 5-10 hours per week
- This internship is eligible for credit if approved by applicant's institution and follows all the requirements for this category.

What to Expect

- Assist with producing and deploying social media content, newsletters, and podcast material
- Help maintain brand consistency across all communication channels
- Stay up-to-date with industry trends and best practices in brand communications
- Actively seek out opportunities for brand collaborations and partnerships
- Interacting with followers, fellow organizations, and other accounts to increase engagement levels
- Continuously seek out ways to improve and innovate brand communications processes
- Communication with Readeezy staff

Learning Outcomes

Students will:

- Gain experience designing branded visual materials to support organization's objectives.
- Apply critical thinking and problem-solving skills in creating impactful mission-driven content for various internal and external groups.
- Practice developing and executing individual project plans and timelines.
- Hone and reinforce concepts taught in the classroom.
- Develop a deeper understanding of how marketing and communications are connected to an organization's overall strategic goals.
- Manage tight deadlines while keeping on schedule and maintaining high quality work.

Credit

This internship is unpaid, but eligible for academic or course credit if approved by your educational institution. Students seeking this option should inquire with their academic advisor. Employers will work with the student and college advisor on achieving desired learning outcomes and completing all necessary paperwork. No more than 15 hrs per week. Accepting applicants for Summer, 2025. Please indicate the semester for which you are applying. Internship follows US Department of Labor internship guidelines and is in compliance with the following https://www.dol.gov/agencies/whd/fact-sheets/71-flsa-internships

To apply, please send a resume, a cover letter, and relevant work samples to Maria Cleary at maria@readeezy.com.