



Impact Interns: Summer 2021

Organization Information

Organization Name:	TCP Academy
Address:	640 Ravenwood Dr., Glen Burnie, MD 21060
Website:	www.tcpacademy.md.org
Organization Description:	<p>TCP Academy is a start-up micro school serving middle school students. Our mission is “Empowering virtuous students to discover their sense of purpose while becoming bold leaders.”</p> <p>To achieve our mission, we focus on developing the social, emotional, cognitive and spiritual development of students through project-based learning, while at the same time introducing students to the workforce through hands on field trips to local businesses where they engage with employees to learn about different jobs and the necessary skills to be successful in the workforce.</p>
Intern Supervisor: (Name, title, email)	Andy Schindling, Executive Director, tcpcharity.as@gmail.com

Position Description

Internship Time Period (include projected dates):	<input checked="" type="checkbox"/> Summer 2021 Internship dates: June 1 – August 10, 2021
Hours Per Week:	20 hours a week – total of 200 hours
Number of Weeks:	10 weeks
Undergrad/Grad Intern eligibility:	<input type="checkbox"/> Graduate <input checked="" type="checkbox"/> Undergraduate
Internship Description and Duties:	<p>Empowering Content Creator Position Summary Our impact internship provides individuals with the opportunity to be a part of building something very unique in the education space by being a part of a founding team that is launching a micro school for middle school students.</p> <p>Duties:</p> <ul style="list-style-type: none"> • Lead and/or assist in shooting, editing, creating and producing videos and pictures. • Co-create video scripts and ideas • Create digital marketing materials and social media post campaigns. • Produce and schedule social media posts, including researching relevant content



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<p>Description of long-term project the Impact Intern will lead or substantively contribute to:</p>	<p>The intern will play a major role in the marketing effort that launches TCP Academy, a brand-new school in northern Anne Arundel County.</p> <p>Projects Intern Will Lead</p> <ul style="list-style-type: none"> • Shooting, editing, creating and producing videos and pictures. • Co-create video scripts and ideas • Create digital marketing materials and social media post campaigns. • Produce and schedule social media posts, including researching relevant content <p>Substantive Contribution – Launching a Micro School</p> <p>TCP Academy has a very unique learning model especially in our County, so we need to significantly educate our target market. In this role the Intern’s work will lay the foundation for a marketing strategy and campaign that will help us reach our target market and enroll our first ever students to TCP Academy. The work this Intern will do plays a substantive role in the first year of our schools’ success.</p> <p>Materials developed by the Intern will be some of the first marketing pieces that we send out to the public, so the intern will be part of a small team that builds the brand image of TCP Academy. Materials will also be used in our initial fundraising efforts which is a big part of our successful roll out and future.</p>
<p>Qualifications and/or skills desired:</p>	<ul style="list-style-type: none"> • Passion and enthusiasm for education and kids. • Strong written and verbal communication skills, journalism experience is a bonus. • Attention to detail and the “small” things. • History of producing strong marketing materials. • Highly proficient with social media and social media marketing. • Desire and ability to take initiative and be proactive. • Ability to work in small groups and individually. • Reliable transportation. • Go-getter attitude and can receive constructive feedback. • Responsive and great time management.



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<p>This position requires specific clearances, background checks, or specific documentation upon hiring. Please list requirements or write Not Applicable.</p>	<p>No</p>
<p>The following information is required from the intern:</p>	<p><input checked="" type="checkbox"/> Resume <input checked="" type="checkbox"/> Cover Letter <input type="checkbox"/> Writing Sample <input checked="" type="checkbox"/> Other: Samples of previous marketing materials and social media handles</p>
<p>Interviews will be conducted via the following methods:</p>	<p><input checked="" type="checkbox"/> Zoom <input type="checkbox"/> Google Hangouts <input type="checkbox"/> WebEx <input type="checkbox"/> Other: _____</p>