



**Internship Position: Financial Literacy and STEAM Education Intern & Marketing Intern**

**Location:** Atlanta, GA (Hybrid/Remote Available)

**Duration:** Summer Internship (10 Hours a Week for 10 Weeks)

**Compensation:** \$1,800

**About The Make Cents Foundation:**

The Make Cents Foundation is dedicated to empowering underserved communities by providing education in financial literacy, STEAM (Science, Technology, Engineering, Arts, and Mathematics), and entrepreneurship. We equip individuals, particularly youth, with the skills to manage money, save, and invest. Our programs include after-school initiatives, summer camps, and collaborative projects with local schools, businesses, and educational institutions.

**Internship Overview:**

The Make Cents Foundation is seeking two motivated and enthusiastic interns from Georgia Tech to support our ongoing projects. One intern will focus on financial literacy and STEAM education, while the other will assist with marketing initiatives. Both positions will offer hands-on experience in their respective fields and the opportunity to work closely with diverse teams of educators, industry professionals, and students.

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**Financial Literacy and STEAM Education Intern:**

**Responsibilities:**

- Assist with developing curriculum and materials for financial literacy and STEAM-based workshops.
- Collaborate with the team on the creation of interactive educational resources, including video content and virtual lessons.
- Support the design and delivery of in-person and online workshops for high school and middle school students.

- Research trends in financial literacy education and STEAM programming.
  - Help organize and run community engagement events, including workshops, hackathons, and guest speaker sessions.
  - Assist with tracking and reporting on the effectiveness of educational programs through surveys and data analysis.
  - Participate in team meetings and contribute ideas to enhance the foundation's educational offerings.
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### **Marketing Intern:**

#### **Responsibilities:**

- Assist with the creation and execution of digital marketing campaigns for The Make Cents Foundation's programs and initiatives.
  - Help manage the foundation's social media accounts (Facebook, Instagram, Twitter, LinkedIn) by posting content, engaging with followers, and analyzing metrics.
  - Support in creating content for email newsletters, blogs, and website updates.
  - Assist with designing marketing materials for events, workshops, and fundraising campaigns (using tools like Canva, Adobe Suite, etc.).
  - Help track and report on the performance of marketing campaigns, using analytics tools like Google Analytics and social media insights.
  - Support in managing the foundation's brand identity across all digital platforms.
  - Collaborate with the team to brainstorm marketing strategies for upcoming programs and events.
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### **Qualifications:**

#### **For the Financial Literacy and STEAM Education Intern:**

- Current Georgia Tech student (preferably in a program related to Education, Finance, Business, Computer Science, or a related field).
- Passion for financial literacy, STEAM education, and community engagement.
- Strong communication skills, both written and verbal.

- Creative problem-solving skills and a collaborative mindset.
- Ability to work independently and in a team environment.
- Previous experience in teaching, content creation, or community outreach is a plus.

**For the Marketing Intern:**

- Current Georgia Tech student (preferably in a program related to Marketing, Communications, Business, or a related field).
- Strong interest in digital marketing, social media, and content creation.
- Proficiency in social media platforms (Facebook, Instagram, Twitter, LinkedIn) and tools like Canva, Hootsuite, or other marketing platforms.
- Knowledge of basic marketing principles, including content strategy, email marketing, and analytics.
- Creative and innovative thinker with attention to detail.
- Ability to work independently and as part of a team.

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**Benefits:**

- Opportunity to gain real-world experience in nonprofit management, education, financial literacy, and marketing.
- Mentorship from experienced professionals in the financial, educational, and marketing industries.
- Networking opportunities with industry leaders, educators, and community partners.
- Potential for academic credit, depending on the student's program requirements.

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**How to Apply:**

Please submit your resume and a cover letter outlining your interest in the position and relevant experiences to [info@themakecentsfoundation.org](mailto:info@themakecentsfoundation.org). In your cover letter, be sure to specify which internship you are applying for (Financial Literacy & STEAM Education Intern or Marketing Intern) and why you are passionate about that area. Additionally, share how your skills can contribute to the success of The Make Cents Foundation.

*This internship is a collaboration with the Institute for Leadership and Social Impact (ILSI) at Georgia Tech. Final selection and hiring is contingent on approval from the Bursar's Office. Once approved, the student selected for this position will receive a Social Impact Fellowship from ILSI in the amount of \$1800 which will be paid over the 10 weeks of the internship. Students are expected to work 10 hours a week on average. ILSI will handle onboarding and process stipend payments to the student's Bursar account (2-3 payments during fellowship). Fellows are expected to complete a blog post about their internship experience and participate in one Fellowship event with ILSI.*