

PEERSQUARED

Social Media + Growth Intern

About PeerSquared, Inc.

Why: With nearly 1 in 4 high school students in Arizona dropping out or taking longer than 4 years to graduate, accessible and effective support is a must for all students. However, a primary reason for this is the lack of accessible resources outside of school hours.

How: PeerSquared is a multidisciplinary startup company driven by the social mission to help K-12 students improve their education and future success by providing access to supplementary educational resources.

What: Our solution to this by helping high schools and communities develop sustainable and systematic peer tutoring programs where trained high school tutors offer 1-on-1, in-person peer tutoring scheduled through our online portal that also provides learning analytics to teachers and other stakeholders.

About this role

As a startup preparing to scale, our online presence becomes ever more important. The intern will be responsible for actively contributing to PeerSquared's social media strategy, planning and compiling future social media content, and researching the online presence of similar companies. In addition to that, the intern will spend time in local social media community groups and contribute (comment/post) in meaningful ways to help the community and as a way to increase PeerSquared's presence. During this process, the intern must have a keen eye for potential opportunities to serve our community and further PeerSquared's mission through partnership and/or service offerings. The intern will communicate regularly with the Leadership Team to understand the product offerings and mission of the company and work closely with the Digital Marketing Director on a day-to-day basis. As a member of a startup, the intern will have the option, and may be asked, to perform tasks outside of social media to help them get a better understanding of the startup environment.

Qualifications

- Passion towards PeerSquared's mission
- Feel comfortable w/ ambiguity and change as often associated with a startup
- Can provide another voice for the Team; everyone is a sales associate for our mission!
- Entrepreneurial mindset
- Strong organizational skills
- Experience with Facebook, Instagram, Twitter, and LinkedIn for businesses
- Is self-motivated and capable of working independently
- Capable of video conferencing
- Competent using Adobe Creative Suite for graphic design

Duration: 60-90 days / **Location:** Remote / **Compensation:** Unpaid /
Est. Commitment: ~10 hours/week / **More info:** <https://peer-squared.info>

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Day-to-day

- 30 minutes on social media communities to understand current market conditions and insert ways PeerSquared can help the community when relevant
- Collect inspiration from competitors and leaders in the industry
- Planning, drafting, and scheduling future social media posts (creative and/or copy)
- Analyzing and tracking social media KPI (Key Performance Indicators aka Metrics)
- Contribute to overall development of social media strategy

What's in it for you

If you are interested in contributing to a fast-paced startup with a social mission and working on conveying our social mission to the rest of the world, this is a good opportunity for you.

PeerSquared's social media presence has been laid out over the past few months with the help of an intern just like you. You will have the unique chance of being a voice for our mission to help us reach more students in AZ and beyond! **This internship and its responsibilities are flexible, and you're free to be involved in anything else you find interesting and could be a value add.** If you are interested, email both michael@peer-squared.com and cason.mandigo@peer-squared.com together with your resume and a brief explanation of why this position interests you. We look forward to your impactful contributions!



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