



## Product Marketing Intern

### **About TalkingPoints**

TalkingPoints' mission is to meaningfully connect teachers, parents and students to build relationships, so students can feel better supported in their learning. We want to help parents meaningfully engage in their students' education, regardless of the backgrounds they have or the languages they speak.

Our product is a multilingual texting platform that translates messages from teachers to parents and vice versa, and delivers personalized and actionable content to encourage dialogue. We want to be an intelligent communication and engagement platform that shapes interactions and leads to behavioral changes. By breaking down the informational, cultural and socioeconomic barriers between school and home, TalkingPoints' vision is to narrow the achievement gap through increasing effective family engagement in low-income communities in a low-cost, high-reward way.

Since founding in 2015 we're working with teachers and administrators and are growing fast, all through word-of-mouth and on track to reach a million families by 2020. As a non-profit organization, we're backed by organizations such as Google.org, Stanford University, AT&T, Walton Family Foundation and Echoing Green. We were a Google Impact Challenge Top 10 winner last year and have been recognized as Forbes 30 under 30 to change education. We've also been featured in the Wall Street Journal, TechCrunch, EdSurge, among others.

## **About the opportunity**

You will be working closely as part of a small, tightly knit entrepreneurial team (our executive team are Stanford grads) on several marketing activities including outbound communication and customer growth programs.

Your roles and responsibilities will include

- Identify, plan and deliver on user communication strategy
- Identify, manage and deliver quick-win growth initiatives
- Analyze marketing data/user acquisition data to draw actionable insights for shaping the future marketing/growth plans
- Plan and deliver outreach plan for schools and teachers for back-to-school period
- Strategically plan and execute on improving current marketing presence incl. website, social media
- Collect and publish impact stories for the organization

## **What you will bring**

- 2+ years of experience in marketing, product marketing or growth teams
- Passion for education and desire to work at a mission-driven organization
- Desire to work in a fast-moving, get things done environment
- Thirst for problem solving
- Ability to think strategically and with an entrepreneurial mindset
- Team player attitude, no ego

The applicant will work directly with the executive team and is expected to contribute to the project over 10-12 weeks, over the summer.

## **To apply:**

Send a resume and a brief paragraph describing your interest and qualifications to [career@talkingpts.org](mailto:career@talkingpts.org) with the subject: Product Marketing/Growth Intern