



Our Work: *Tech Exchange* is a non-profit organization committed to advancing digital equity in the Northern CA/Bay Area. Operating on an environmentally sustainable model, we refurbish donated computers and provide them to families, schools, and community organizations. With a mission to bridge the digital divide, we've distributed over 100,000 computers since 1995, diverting over 3,000 tons of e-waste from landfills. As part of our techforall initiatives, we offer low-cost computers and free services to eligible Bay Area families.

Position: Marketing & Communications Fellow

Role Overview: As a Marketing Fellow, you will play a key role in supporting our marketing initiatives to raise awareness, engage our community, and drive support for our mission. This Fellowship offers a unique opportunity to gain hands-on experience in a non-profit setting while contributing to meaningful projects that make a difference and connect families.

Key Responsibilities:

Content Creation:

- Assist in creating engaging and impactful content for various channels, including social media, newsletters, and our website.
- Collaborate with the marketing team to develop visually appealing materials that communicate our mission effectively.

Social Media Management:

- Contribute to the planning and execution of social media campaigns to increase awareness and engagement.
- Monitor and respond to social media interactions, fostering a sense of community around our mission.

Digital Marketing:

- Support the implementation of digital marketing strategies, including email campaigns and online promotions.
- Analyze data from digital marketing efforts to evaluate performance and suggest optimizations.

Event Promotion:

- Assist in the promotion of events, webinars, and initiatives to maximize attendance and impact.
- Collaborate with the events team to create promotional materials and outreach strategies.

Market Research:

- Conduct research to stay informed about industry trends, competitor activities, and potential partnership opportunities.
- Compile data and insights to inform marketing strategies and decision-making.

Collaboration:

- Work closely with the marketing team and cross-functional teams to ensure a cohesive and integrated approach to marketing efforts.
- Provide creative input and contribute ideas to enhance marketing campaigns.

Qualifications:

- High School Diploma/GED/Currently enrolled or recent college graduate.
- Basic understanding of Marketing and Communications.
- Strong written and verbal communication skills.
- Creativity and a keen eye for design.
- Familiarity with social media platforms and digital marketing tools.
- Motivated, detail-oriented, and eager to learn.

Join us in making a lasting impact on digital equity. This internship provides an excellent opportunity to develop practical marketing skills in a non-profit environment. If you are passionate about marketing and creating positive change, we encourage you to apply.

To apply, please submit your resume and a cover letter (optional) detailing your interest and relevant experience to Samuel@TechExchange.org.