

Fellowship Job Description

This will be a: **Summer Fellowship**

Yearlong Fellowship

Organization name (and applicable abbreviations): **Peak Education**

Organization City (primary work location): **1645 S. Murray Blvd., Colorado Springs, CO 80916**

Website URL: <https://www.peakedu.org/>

Organization Mission Statement (and/or any other relevant information you feel would be helpful to understanding the organization):

Peak Education walks alongside youth as they prepare to pursue the education and training they need to reach their dreams – illuminating the possibilities after high school, guiding them as they chart their course and providing support, resources, and skills to equip them for the journey.

Anti-Discrimination Statement/Policy:

Equal Employment Opportunity.

There shall be no unlawful discrimination or harassment against Employees or applicants for employment because of race or color, religion or creed, sex or gender, sexual orientation, national origin or ancestry, age, physical or mental disability, military status, genetic information or other protected status. Equal employment opportunity, as required by law, shall apply to all personnel actions including, but not limited to recruitment, hiring, upgrading, promotion, demotion, layoff, or termination.

“Age” as used above refers to the age group 40 to 70 years old. If Employer has 20 or more employees for 20 or more weeks during the current or preceding calendar year, then the protected age group is 40 and above as specified by the Age Discrimination in Employment Act.

“Sex”, “Gender” and “Sexual Orientation.” Sex and Gender discrimination includes unlawful discrimination based on sex, gender, pregnancy, and sexual harassment. Colorado law defines “sexual orientation” as “a person’s orientation toward heterosexuality, homosexuality, bisexuality, or transgender status or an employer’s perception thereof.”

“Sexual Harassment” occurs when an Employee is subjected to **unwelcome conduct based on sex or gender that is severe or pervasive** and: (1) which conduct is either an explicit or implicit condition of an individual’s employment; (2) submission to or rejection of such conduct by an individual is used as a basis for employment decisions affecting the individual, e.g. salary increases; (3) or such conduct has the purpose or effect of unreasonably interfering with an individual’s work performance or creating an intimidating, hostile or offensive working environment. Unprofessional conduct may rise to the level of sexual harassment if it is unwelcome, based on sex, and severe or pervasive. Unprofessional conduct includes, but is not limited to, unwelcome sexual advances or propositioning, jokes of a sexual nature, unwelcome sexual comments about someone’s clothing or appearance, intimate stories about one’s sex life, sexually explicit photographs or drawings, unwelcome touching of a sexual nature, and adverse treatment based on gender. Unprofessional conduct may result in discipline or discharge regardless of whether it rises to the level of unlawful sexual harassment.

“Harassment” on the basis of any protected status listed above is unlawful where it is unwelcome, severe or pervasive, and unreasonably interferes with an individual’s work performance or creates an intimidating, hostile or offensive working environment. Slurs, derogatory statements or demeaning treatment, jokes and stereotyping based on protected status are unprofessional and may result in discipline or discharge regardless of whether they rise to the level of unlawful harassment.

Treat Unwelcome Conduct as Unwelcome. Conduct that is "welcome" by you is not legally considered "harassment." Therefore, it is important that if you find someone's conduct sexually harassing, or harassing on another protected basis, that you do not encourage that person to continue by indicating that you like or approve of the conduct. Telling the person that you are offended and "stop it," may correct the situation. However, if such a request is insufficient, report it as described below. You should report the conduct immediately, using the procedures specified below, if (1) the conduct is severe; (2) you are concerned about retaliation; or (3) it is conduct by your supervisor.

“Disability” includes physical and mental disabilities that substantially limit one or more major life activities. Disabled individuals must be otherwise qualified for the job and able to perform essential job functions with or without reasonable accommodations. Employer has a legal obligation to reasonably accommodate disabled employees who are otherwise qualified to perform the essential job functions, so long as the accommodation does not create an undue burden on the Company. Requests for reasonable accommodation must

be directed to the CEO. If the CEO fails to reasonably accommodate, direct the request to the Board President and advise the Board President of steps taken with the CEO.

Non-Employees. Employees shall not in the course or scope of their employment, discriminate against, harass or engage in unprofessional conduct toward non-employees based on the non-employee's protected status (listed above). Peak Education will investigate and take appropriate action against employees who violate this provision.

Reporting Discrimination or Harassment. Any employee who is subjected to or who observes conduct that the employee honestly believes is in violation of this policy should report it to the CEO. If the CEO fails to adequately address the concern, report the conduct to the Board President. This includes reporting conduct by co-workers, supervisors, management, officers or directors, agents, clients, suppliers or others encountered during the course and scope of your employment. It is Peak Education's desire to maintain a professional working environment and to prevent any unlawful discrimination or harassment in employment. Employees are strongly advised that they should not quit employment because of conduct that violates this policy rather than reporting such conduct. Please give Peak Education a reasonable opportunity to investigate and correct any violations of this policy. Upon receiving a report of conduct that may violate this policy, we will investigate the circumstances and take appropriate action.

Discipline/Discharge. An employee engaging in any unlawful discrimination or harassment against another employee or non-employee, as set forth above, shall be subject to disciplinary action that may include termination, demotion, or suspension, or whatever disciplinary action Peak Education deems appropriate under the circumstances. Employees may be disciplined or discharged for unprofessional conduct in violation of this policy, even if the conduct is not so severe or pervasive that it is unlawful conduct. Any employee who is dishonest in reporting information that another person is engaging in conduct that violates this policy is similarly subject to discipline or discharge.

Cooperation/No Retaliation. Employees must cooperate fully during an investigation and must provide the investigator with honest and complete responses. No Employee will be unlawfully retaliated against for making a report of conduct that the Employee honestly and reasonably believes is in violation of this policy or the law.

Statutory Rights. The provisions of this Handbook regarding the Peak Education's responsibilities and duties as an equal opportunity employer are intended to comply with applicable Federal and State laws and do not create contractual rights or in any way expand the applicable statute of limitations under the civil rights laws for pursuing claims of unlawful discrimination or harassment with the appropriate federal or state agencies.

Supervisor Name: Claudia De Santiago
Supervisor Title: Development of Director

Fellowship Overview

Job Title: Marketing and Development Fellow

Job/Role Overview:

The Fellow will serve as a key contributor to our communication, marketing, and development efforts, supporting initiatives that drive organizational growth and community impact. This role is designed to provide a comprehensive learning experience, offering hands-on opportunities in donor engagement, campaign execution, and nonprofit communications/marketing. Collaborating with experienced team members, the Fellow will gain insights into effective strategies for storytelling, outreach, and donor stewardship while actively participating in meaningful projects.

Primary Responsibilities/Job Duties:

Key Responsibilities:

- Assist in developing and managing content across social media platforms to enhance engagement and reach.
- Contribute to the planning, data management and execution of email marketing campaigns, including design, implementation, and performance analysis.
- Participate in creating visual and written content for student and community newsletters and other communications.
- Help organize and manage internal media assets for efficient use by the team.
- Collaborate on marketing campaigns, compile data reports, monitoring key metrics to assess their effectiveness.
- Support the development team in maintaining donor records and maintaining donor reports.
- Engage in donor stewardship efforts, including writing personalized messages and coordinating appreciation events.
- Research industry trends to provide actionable insights that inform marketing and fundraising strategies.

Duration of Fellowship (number of weeks): **50 weeks**

Average hours per week: **40 hours**

Anticipated start and end dates of the fellowship: **June 2nd, 2025**

Percentage of in-office work: 80%. The fellow's role will primarily involve working in the office or community (schools, coffee meetings, events, etc.).

Percentage of work away from the office (at home, virtual, or off-site): 20% The fellow will be able to work from home one day per week. However, the expectation is that the majority of their time will be spent in the office or out in the field.

Full physical address on-site/in-office work: 1645 S. Murray Blvd., Colorado Springs, CO 80916. (we may be moving to a location downtown in April 2025).

Are there other details or expectations you would like to provide regarding in-office vs. off-site work (i.e. fellow will need their own computer when working from home, fellow is

expected to live in the primary city the organization is based in, much of the work is not done at a physical office but out in the community)?

The fellow's role primarily involves in-office work, with opportunities to engage in the community (schools, businesses, and community events). This role would allow one day a week to work from home with supervisor's approval on the day. It is important to note that the fellow will need access to a reliable car or transportation, as much of the work requires travel between schools, community locations, and the office. Additionally, the fellow is expected to reside within the city or surrounding area to fulfill these responsibilities effectively.

When working from home, the fellow will need access to stable internet connection to complete tasks. While some flexibility is possible, the majority of the work will be performed in-person or in the community to support the organization.

Describe what a typical week as a PIFP fellow in your office might look like:

No two weeks look the same in this role, but here's a general idea of what to expect:

- **Monday:** Mondays are typically meeting days, which may include staff meetings or check-ins with your supervisor.
- **Tuesday through Friday:** Each day brings variety, depending on the needs of the organization. The fellow will be participating in strategy sessions, implementation of tasks, and gathering content for programming and evening events. The work will be carried out in the office for the majority of the time, with occasional school and community-based activities.
- **Occasional Weekends and Evenings:** Some weeks may include gathering content during evening student programming or on a weekend day supporting special events during the evening.

Flexibility and adaptability are key, as the fellow's schedule will shift based on the needs of the organization.

Pay per hour: \$20

Additional benefits offered to the fellow:

10 PTO days
7 sick days
Anthem Silver EPO Plan

The Fellowship Experience

Through this role, the fellow will build capacity in this organization by:

The fellow will play a crucial role in enhancing Peak Education's marketing, communications and development strategy. By assisting with enhancing engagement and community reach through content creation, contributing to marketing campaigns, monitoring key metrics, and supporting the development team with donor enhancements. The fellow will allow Peak Education to strengthen its operational efficiency and fundraising. Additionally, their work in content development, management, analysis and

donor stewardship will allow Peak Education to raise greater awareness of Peak Education in the Pikes Peak region.

Please describe ways in which the fellow will contribute to societal systemic change and/or direct service to the community during this fellowship:

The fellow will directly impact the community by elevating the awareness of Peak Education's impact. Which in return will provide students with the tools and opportunities to succeed academically, prepare for college, and engage in meaningful services.

By directly strengthening Peak Education operational efficiency and fundraising, the fellow will support Peak Education in acquiring the necessary resources for students to explore their goals, develop essential skills, and access resources for higher education—addressing systemic barriers to post-secondary success. Directly contributing to Peak Education's students impact of generational knowledge and wealth. Raising greater awareness of the economic and health impact that Peak Education generates for the whole community.

By engaging with the community through Peak Education, the fellow will also foster civic engagement and community involvement among students and community stakeholders contributing to a culture of giving back and creating a ripple effect of positive societal change.

What support or professional development can the fellow expect from their supervisor, other staff, or the organization?

The fellow will receive consistent support and opportunities for professional growth throughout their role. This includes:

- **Ongoing Supervision:** Regular check-ins with their supervisor to provide feedback, address challenges, and plan for upcoming tasks.
- **Training Opportunities:** Access to training on data management, communication and development tools (GiveSmart, Mailchimp, Figma, Photoshop/Illustrator, Canva, Monday, etc) to enhance their skills.
- **Collaboration with Staff:** The fellow will work closely with experienced staff members, gaining insights into marketing, communication, project management and development/fundraising.
- **Networking Opportunities:** Exposure to community partners and stakeholders through events and engagement opportunities.
- **Skill Development:** Development of skills in non-profit development/fundraising tools, project management, marketing tools, photography/videography, storytelling and strategic planning that will prepare the fellow for future roles in nonprofit work, development/fundraising, marketing or related fields.
- **Industry Exposure:** Contributing to a full cycle of nonprofit fundraising and development, from donor cultivation to campaign evaluation is a unique experience to further build the fellows skills.

Qualifications and Expectations

Required qualifications, skills, and expectations:

- Recent college graduate (or equivalent experience).
- Strong interpersonal skills.
- Ability to work independently and work collaboratively in a team environment.
- Strong organizational and time management skills to manage multiple projects and deadlines.
- Highly motivated self-starter, with entrepreneurial spirit.
- Excellent communication skills, both written and verbal, with the ability to engage students and colleagues.
- Proficiency in data entry and familiarity with office software (e.g., Microsoft Office, Google Suite).
- Basic knowledge of Adobe Suite (Photoshop/Illustrator and Premiere).
- A passion for education, student success, and community engagement.
- Reliable transportation to commute to the office and community locations as needed.

Preferred qualifications, skills, and expectations:

- Experience working with high school and/or middle school students, either in academic or extracurricular settings.
- Currently pursuing or recently completed a degree in Marketing, Communications, Public Relations, or a related field.
- Familiarity with social media platforms (Facebook, Instagram, LinkedIn) and Mailchimp.
- Understanding of social media metrics, including A/B testing, trends, and optimal posting times.
- Strong print and digital editing, and graphic design skills, with proficiency in Photoshop/Illustrator
- Photography and videography capturing and editing in Premiere or DaVinci.

Advice for applicants considering this fellowship:

This fellowship provides a unique opportunity to gain hands-on experience in the field of marketing, communications and development/fundraising. Applicants should be prepared for a dynamic and flexible role that requires adaptability and a strong commitment to enhancing Peak Educations strategic plan. Success in this position will come from a combination of enthusiasm for community engagement, organizational skills, and the ability to work well both independently and as part of a team. Applicants should be ready to bring creativity, passion and their entrepreneurial spirit. If you're passionate about making a direct impact on students' lives and contributing to a supportive, mission-driven team, this fellowship could be a great fit.

Supplemental Essay Question

Applicants interested in this fellowship should answer the following supplemental question in their application:

1. What motivates you to work in marketing or development/fundraising with a non-profit? How do you believe this fellowship will help you grow both personally and professionally?
2. Describe a time when you worked on a project that included aspects of marketing, or communications. What was your role, and how did you contribute to their success or growth?
3. Describe a time when you worked on a project that included aspects of development and fundraising. What was your role, and how did you contribute to their success or growth?
4. This role requires managing multiple projects at once. Can you provide an example of a situation where you successfully balanced competing priorities? How did you stay organized and meet deadlines?