Digital Communications Intern

Job Description

Department: Impact & Growth

Reports To: Marketing Lead

FLSA status: Non-Exempt, Part-Time. $18 per hour

Location: Remote (Virginia-based)

Duration: 8-week paid internship (25 hours per week)

Start Date: June 2026

Updated: 3/19/2026

CodeVA is a nonprofit organization dedicated to expanding access to computer science education for students and educators across Virginia and beyond. Through professional development, student programs, and instructional resources, CodeVA works to ensure that all students—particularly those from historically underserved communities—have the opportunity to develop the digital and computational skills needed for future careers.

Internship Overview

CodeVA is seeking a motivated and detail-oriented Digital Communications & Data Strategy Intern to support our communications and outreach efforts. This internship provides hands-on experience in digital marketing, content development, and CRM data management while contributing to mission-driven work that promotes access to computer science education.

The intern will gain practical experience using professional tools such as HubSpot and social media platforms while helping the organization organize data, amplify program impact, and engage with educators and partners across the region.

Key Responsibilities

Social Media Monitoring & Engagement
- Assist with monitoring and scheduling content across CodeVA's social media platforms
- Track engagement metrics and summarize insights to inform communications strategies
- Support the development of content that highlights programs, educators, and student impact

CRM & Data Organization (HubSpot)
- Help organize and maintain contact data within HubSpot
- Assist with creating segmented contact lists (e.g., by school district, grade band, or program participation) to support targeted outreach and marketing campaigns
- Support efforts to improve data quality and structure for communications initiatives

Case Study Development
- Conduct research to gather information about past programs and initiatives
- Assist with outreach to educators and partners to collect testimonials and impact data
- Help draft short case studies that showcase CodeVA's work and outcomes

Event Marketing & Media Creation Support
- Design and develop digital and print marketing assets for upcoming programs and events (e.g., social media graphics, email banners, flyers, slide decks, and event signage)
- Assist in creating and editing short-form media, including videos, reels, and promotional clips for social media and web use
- Support content capture during events (photos, video, testimonials) and organize assets for future use
- Collaborate with internal teams to gather content needs and translate them into polished marketing materials
- Assist in maintaining a centralized library of marketing assets and media for events and campaigns
- Contribute ideas for creative campaigns that increase event visibility and participation

Skills & Qualifications

- Rising junior or senior year of college
- Interest in marketing, communications, nonprofit management, or data systems
- Strong written communication and organizational skills
- Attention to detail and ability to manage multiple tasks
- Basic familiarity with social media platforms and digital communication tools
- Willingness to learn CRM systems (experience with HubSpot is a plus but not required)

This role is ideal for students interested in careers in **marketing, communications, data operations, or nonprofit leadership**.

Professional Development

The intern will receive structured support throughout the internship, including:

- A formal onboarding process and orientation to CodeVA's programs and systems
- Weekly mentorship meetings with the supervising staff member
- Opportunities to collaborate with team members across the organization
- Dedicated professional development time supported by the internship program

By the end of the internship, the student will have developed portfolio-ready work samples and gained practical experience in communications strategy, data organization, and nonprofit operations.

How to Apply

Interested students should prepare a resume and a brief statement describing their interest in communications and nonprofit work. Apply by emailing hr@codevirginia.org.