



Princeton
Internships in
Civic
Service

PICS 2010 Internship Description

Organization Name: GreatSchools

Internship Location: San Francisco, CA

Required Dates: Flexible

Housing Will Be Available to Intern: No

Expected working schedule for this internship:

Start Time: 9:00am End Time: 5:30pm

Lunch break: 30 minutes

Additional Information, if necessary:

(Please indicate if any of the preparation work will take place outside of the regular work schedule)

Organization Description

Please describe your organization briefly, including mission statement, activities, size etc. Please also explain the benefit that will be derived by your organization by sponsoring a Princeton intern.

GreatSchools is an independent, nonprofit organization that improves education by inspiring parents to get involved. We empower parents with information and tools so they can choose the best school for their children, support their children's education, and improve schools in their communities.

Parents choose GreatSchools' Webby award-winning site, GreatSchools.net, to connect with each other – to find the right schools, to share stories and advice, and to get their parenting questions answered. In the past year alone, more than 35 million people – including one-third of American families – visited the site. With hundreds of thousands of ratings and parent reviews about schools across the country, GreatSchools.net is the paramount parent-to-parent education community.

GreatSchools is supported by foundations and corporations, including the Bill & Melinda Gates Foundation, the Robertson Foundation, and the Walton Family Foundation.

Princeton Internships in Civic Service is administered by the
Princeton University Class of 1969 Community Service Fund.

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Internship Description

Describe in detail the work or project will do; please be as specific as possible. Please also explain the benefit that a student will obtain by interning with your organization.

GreatSchools is a unique organization—we're a top web destination for parents and operate much like a Bay Area Internet company, but we're also a 501(c)(3) nonprofit powered by a mission to drive educational success. The student will gain experience in both the fast-paced Internet business side and the "greater good" nonprofit side of our organization.

The student's responsibilities will include, but will not be limited to:

- Helping editorial team assemble and publish content about school choice and the impact of parental involvement on education;
- Participating in the web product development process to help create interactive, Internet-based tools parents can use to evaluate school quality, engage with their child's education, and ensure student success in college, work, and life;
- Supporting data team to ensure that GreatSchools consistently provides the best school data on the web.

Intern Qualifications

Describe any particular skills, background, or qualities you are seeking in an intern.

We're looking for an intern with:

- Strong writing and communication skills
- An interest in education (background in working with K-12 students a plus!)
- An interest in web technology, especially in cutting-edge websites like Facebook and Twitter
- A strong sense of initiative and flexibility
- An ability to work well in groups

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