

Job Title: Avachato SMS Communications Intern

Program: Help Us Grow (H.U.G.) Reading Program

Location: Remote

Internship Type: Part-Time, Unpaid Upto 20 to 25 hours (with potential for academic credit)

Duration: 8–12 weeks (flexible based on academic schedule)

About the H.U.G. Reading Program

The Help Us Grow (H.U.G.) Reading Program is a volunteer-driven initiative focused on improving literacy among K–3 students through virtual reading sessions. We are committed to creating equitable access to learning, nurturing reading confidence, and fostering community support for early education.

Position Summary

We are seeking a detail-oriented and tech-savvy Avachato SMS Communications Intern to support our outreach and engagement efforts using Avachato's SMS platform. In this role, you'll help craft and manage text message campaigns to keep volunteers, parents, and community partners informed and engaged. You will play a key role in ensuring effective and timely communication across all program touchpoints.

Key Responsibilities

- Assist in drafting, scheduling, and sending SMS campaigns through the Avachato platform.
- Maintain and update contact lists to ensure message accuracy and compliance.
- Monitor incoming messages and assist with follow-up or routing as needed.
- Collaborate with team members to identify and implement best practices for communication.
- Track and report SMS engagement analytics (response rates, open rates, etc.).
- Support communication workflows related to tutoring sessions, program events, and announcements.
- Help ensure messages are culturally inclusive and aligned with H.U.G.'s mission and tone.

Preferred Qualifications

- Currently pursuing a degree in Communications, Marketing, Education, Nonprofit Management, or a related field.
- Familiarity with SMS communication platforms (Avachato experience preferred, but not required).
- Strong written communication skills, particularly in concise and clear messaging.
- Comfortable with basic data entry and digital tools (Google Workspace, Excel, etc.).
- Ability to work independently and meet deadlines in a remote environment.
- Passion for educational equity and community impact.

What You'll Gain

- Hands-on experience with SMS-based outreach tools in a nonprofit setting.
- Skill development in digital communications, data management, and audience engagement.
- Mentorship and collaboration with professionals in education, technology, and program development.
- A meaningful opportunity to support youth literacy and make a difference in under-resourced communities.