

# Education Program, Video and Marketing Intern

**Projects:** KC Regional Housing Alliance education program and Realty Works LLC Course

**My Very First Rental owner:** Realty Works LLC

**Location:** Kansas City region; hybrid work may be considered

**Schedule:** Approximately 10–15 hours per week for an initial 12-week term

**Compensation:** Unpaid post 12 weeks will review payment and hours.

**Reports to:** Kabuki Anyumba, with designated project and technical reviewers

## About the projects

The KC Regional Housing Alliance (KCRHA) has developed partial tenant, housing provider, and financial literacy education. Its courses include videos, short lessons, quizzes, practical resources, and certificates of completion. Partner organizations need a way to refer learners (platforms and communication channels) and measure participation.

My Very First Rental is a separate course developed under **Realty Works LLC** for people learning how to evaluate and prepare for their first rental property investment. Partial course production has been done, a suitable education platform, video editing, and marketing support after the course is ready.

## The role

We are seeking an organized, creative intern to help bring both education projects from existing materials to a tested launch. The intern will help prepare lessons and videos, compare course platforms, test the learner experience, maintain production records, and support marketing once approved courses are ready to promote.

The two projects will have separate branding, course records, learner data, and approval processes. The intern will work under supervision and will not be expected to make legal, financial, brokerage compliance, or large-scale technology decisions independently.

## Responsibilities

### Course production and video editing

- Inventory existing outlines, scripts, HeyGen videos, regular iphone video's, quizzes, worksheets, and other course materials for both projects.
- Maintain a production tracker showing the status, owner, reviewer, and next step for each lesson.
- Edit approved videos for pacing, clarity, audio, readable captions, and consistent branding.

- Create short preview clips from approved lessons and prepare transcripts.
- Match videos with the correct lesson, quiz, and downloadable resource.
- Record requested revisions and confirm that the final video matches the approved script.

## **Platform research and learner testing**

- Compare free and reasonably priced education platforms for My Very First Rental, including video hosting, quizzes, certificates, payments if needed, learner support, and ease of administration.
- Evaluate individual learner accounts and available controls that discourage account sharing, such as session or device limits. Document each platform's actual capabilities and limitations.
- Help test registration, login, lesson playback, quiz completion, certificate delivery, and mobile usability.
- For KCRHA, help test organization referral links or codes and reports showing registrations, starts, completions, and certificates by partner.
- Prepare a plain-language comparison of platform costs, ongoing work, data access, and what happens if the project later moves platforms.

## **Marketing support**

- After each course has been reviewed and approved, help prepare course descriptions, email copy, social posts, short video clips, and a launch calendar.
- Keep KCRHA and Realty Works LLC marketing materials separate and use the correct branding and disclosures for each.
- Track basic campaign results, such as visits, registrations, course starts, and completions.
- Collect feedback from pilot learners and suggest improvements.

## **Coordination and quality control**

- Schedule and document feedback from subject matter reviewers.
- Flag statements about housing rules, investing, financing, or legal obligations for review by the appropriate professional.
- Help make lessons accessible through captions, transcripts, readable text, and mobile-friendly layouts.
- Handle learner information confidentially and follow the project's approved data practices.

## **Initial 12-week goals**

1. Complete an inventory and production tracker for both projects.
2. Prepare edit lists for the first KCRHA and My Very First Rental videos.
3. Help prepare and test three KCRHA pilot modules.
4. Deliver a platform comparison and a tested sample learner journey for My Very First Rental.

5. Prepare draft marketing materials for approved course launches.
6. Deliver a handoff guide showing how to upload lessons, check quizzes, issue certificates, and review participation reports.

## Qualifications

- Strong organization, writing, and attention to detail.
- Comfort using shared documents, spreadsheets, video editing tools, and web platforms.
- Ability to learn new software and explain findings clearly.
- Interest in housing education, real estate, instructional design, video production, or digital marketing.
- Respect for confidentiality and willingness to work through a review process.

Experience with HeyGen or other AI text video apps, captioning, learning platforms, or social media content is helpful.

## How to apply

Send a résumé, a short note about your interest in the role, and one example of a video, course, marketing, or organizational project you have worked on to [Realty@realtyworkslc.com](mailto:Realty@realtyworkslc.com). Application will be reviewed as they are received. The position will remain open until filled.

Please include your availability and any course credit requirements.