



JOB DESCRIPTION

TITLE: **Development and Marketing Internship**

JOB SUMMARY:

The Development and Marketing intern will gain valuable insight into the world of non-profit public relations, and communications by working directly with the Development and Marketing team and assisting in the implementation process of an organizational wide strategic communication plan that elevates ¡HICA!'s brand and profile in the community to its target audiences. This Intern requires a minimum commitment of **15 - 20 hours per week** (flexibility with hours and weeks). Hybrid position (remote/in-office) This internship starts **May 30, 2023** and ends **August 25, 2023**.

REPORTS TO: Development Director

STIPEND: **(\$1,000 for the entire internship)**

RESPONSIBILITIES:

- Assist with the execution of communications and marketing strategies of ¡HICA! and its programs
- Assist in the development of communication and marketing materials including creating social media content, writing content for varied projects (advertisements, posts, announcements, internal & external communications) and creating graphics for social media.
- Work with ¡HICA! Programs, and interview constituents to develop ¡HICA! success stories
- Promotes ¡HICA!'s name and image in the community through story telling
- Assist with the execution of fundraising events.
- Assist in the creation of email campaigns, online promotions, etc.
- Assist with the development of social media content for a variety of channels and audiences
- Development of messaging materials for PR campaigns and announcements
- Assist the Development team with data entry in ¡HICA!'s donor databases
- Flexible work scheduled. Must be available to work some weekends including **June 3rd, August 19th**.

The Development and Marketing Intern will be encouraged to participate in meetings and contribute their ideas to marketing & communications plans and initiatives.

REQUIREMENTS AND QUALIFICATIONS

- Major or specialization in Communications, Public Relations, Marketing, Journalism, Business, or relevant experience is preferred. Fluency in Spanish – written and oral – essential
- Excellent communicator, both oral and written. Must write clearly, concisely and persuasively in English and Spanish.
- Proficiency in Microsoft Word, and PowerPoint
- Proficiency in social media platforms like Facebook, Instagram, Twitter and other new media technologies.
- Proficiency in the InDesign, Photoshop, and Illustrator is a plus.
- Deep cultural understanding of Latino and women's issues, immigration, and poverty.
- Ability to work with people from diverse cultural background
- High energy, positive, "can-do" attitude, flexible, teamwork, and attention to detail; high degree of initiative required.