



Job Title: Social Media & Marketing Intern	Start & End Dates: August 2024 - flexible
Hours/Week: minimum 8 hrs/week	Office Schedule: Monday-Friday, 9am-5pm
Compensation: College Credit	Work Model: Remote

Organization

HOPE® is a nonprofit, nonpartisan organization that has focused on empowering our communities through advocacy, Latina leadership training, and increasing knowledge on the contributions Latinas have made to advance the status of women for the past 35 years. To date, HOPE's innovative programming has served 65,000 Latinas statewide and touched the lives of several thousand more.

Job Scope

HOPE is seeking a Social Media & Marketing Intern to help elevate the HOPE brand while building their real life marketing skills. The Social Media Intern will work closely with the Communications Manager who will provide real hands-on projects and daily tasks that use social media platforms to promote, manage, and share HOPE's story. The ideal candidate should have experience in growing social media followings for organizations or student-led groups by creating consistently branded, high-quality content. Proficiency in social media platforms and communications tools such as Canva, WordPress, and email marketing platforms is essential. The candidate must be thoughtfully engaged and focused when interacting with online communities and building relationships. The candidate must be enrolled in college to be considered for the position.

Responsibilities

- Work under the Communications Manager to develop content (graphics, videos and captions) for HOPE's social media accounts including Facebook, Instagram, LinkedIn, Twitter, TikTok, and YouTube.
- Be creative in bringing new social media and marketing ideas to HOPE: work with supervisor to brainstorm and assist with content, campaigns, and marketing.
- Create high-quality, branded content for social media, ensuring consistency across all platforms.
- Use hashtags, comments, replies, and stories effectively to build HOPE's online presence.
- Support the design of social media toolkits and templates for staff.

Preferred Skills

- Experience in growing social media followings for organizations or student-led groups.
- Proficiency in Canva, WordPress, and email marketing platforms or willingness to learn.
- Ability to thoughtfully engage with online communities and build relationships.
- Capability to establish and track social media metrics.

- Team player with a respectful approach to approval processes.
- Proactive communicator.

Contact

Please send your resume and cover letter to Anahi Velasco at avelasco@latinas.org.
Visit www.latinas.org to learn more about HOPE.