



STRONGER COMMUNITIES. STRONGER AMERICA.

CONTENT AND MARKETING INTERNSHIP

POSITION: Content and Marketing Intern

OPEN: Immediately

LOCATION: Washington, DC

CONTACT: Gabriela Gomez

SALARY: Unpaid; travel stipend provided

BACKGROUND

UnidosUS (formerly the National Council of La Raza)—the largest national Latino civil rights and advocacy organization in the U.S.—seeks a Content and Marketing Intern for its Communications and Marketing department. This position: 1) Provides support to a small marketing and outreach team that oversees all promotions surrounding UnidosUS's signature events, which includes community relationship management, timely social media promotions and engaging collateral pieces; and 2) Assists the web and editorial content team with research and content creation for various UnidosUS platforms.

Qualified candidates will have administrative, social media, and organizational skills, a working knowledge of current events and political news, feel comfortable speaking with potential new partners, and have the ability to work cooperatively with all UnidosUS staff. This internship is a great experience for individuals interested in non-profit work corresponding to political happenings in the nation's capital. This position is housed within the Marketing and Communications department and will report to the Director of Marketing.

DUTIES AND RESPONSIBILITIES

- Assist in social media by creating messaging for Facebook and Twitter event pages
- Aid in the formation of community engagement target lists and market research
- Provide any logistical, on-site support for events
- Share thoughts and brainstorm creative ways to market major events
- Maintain a comprehensive media impressions report of all media reach through confirmed partnerships
- Support staff with workplan implementation and perform other support duties deemed necessary and appropriate
- Aid in the development of e-blasts and promotional materials for events
- Create folders for outreach and media meetings
- Post content on the UnidosUS blog, website, and social media platforms as required

QUALIFICATIONS

- Strong writing skills
- Experience with ad copy and promotional writing
- Strong sense of responsibility, self-motivation, and a positive attitude
- Problem-solving skills
- Knowledge of social media platforms (i.e. Facebook, Twitter, and Instagram)
- Knowledge of web content management systems (i.e. Wordpress, Squarespace)
- Can work well both independently and with a team
- Familiarity with Microsoft programs (e.g., Word, PowerPoint, and Excel)
- Excellent organizational skills and attention to detail
- Professional communication skills

- Ability to work effectively under pressure
- Working knowledge of office equipment

Please include “Content and Marketing Intern” in the subject line of your email.

SEND COVER LETTER, RÉSUMÉ, AND WRITING SAMPLE TO:

UnidosUS

Raul Yzaguirre Building

Attn: Gabriela Gomez

1126 16th Street, NW, Suite 600

Washington, DC 20036

EMAIL: ggomez@unidosus.org

No phone calls please!

EQUAL OPPORTUNITY EMPLOYER. All qualified applicants will receive consideration without regard to race, color, national origin, marital status, religion, gender, age, disability, sexual orientation, gender identity or expression, personal appearance, family responsibilities, political affiliation, or enrollment in a college, university, technical school, or adult education.