



HOPE Social Media and Communications Intern

Are you creative, love analytics and have a passion for social good. If you are a great writer and a digitally savvy professional with a strong knowledge and curiosity of digital marketing strategy, mobile tools, and trends. You active on social media platforms and can draft visual content and messaging. If this sounds like you, then join Hispanas Organized for Political Equality (HOPE)!

Position Description:

- Assist with the development and implementation of HOPE's social media strategy utilizing platforms such as Twitter, Facebook, Instagram and YouTube.
- Strengthen HOPE's social media presence to increase awareness and participation in fundraising.
- Work with directors to create emails with html templates
- Prepare innovative visual content for targeted posts
- Grow and engage members in social media outlets listed above.
- Track and report results of social media usage and percentage increases in membership growth as a result of social media strategy.
- Research and analyze models for program/conference content focusing on how non-profits can use social media to build awareness and increase fundraising.
- Assist with writing internal and external communication materials.

Qualifications:

- Communications, Marketing, Design, Creative Writing and/or Public Relations majors preferred.
- Familiarity with social media platforms such as Twitter, Facebook, Instagram and YouTube.
- Knowledge of digital marketing strategies and utilizing social media for cause related entities.
- Excellent written and verbal communication skills.
- Extremely well organized, detail oriented, flexible, and able to manage multiple tasks.
- Ability to take initiative and work effectively both independently and with a team.
- Advanced knowledge and proficiency in Microsoft Office.
- Experience in graphic design and knowledge of HTML a strong plus.
- Commitment to HOPE's mission and goals.
- Drive and a fantastic attitude!
- Bilingual Spanish, a plus.

Commitment & Schedule

The intern will report to the HOPE office located at 634 S. Spring Street Suite 920, Los Angeles, CA 90014 cross street 7th Street in downtown Los Angeles. Office hours are Monday through Friday from 9:00 am to 5:00 pm. Schedules are flexible, but interns are expected to commit a minimum of 16 hours/2 days a week.

*Business casual attire and sometimes business professional attire will be required.

Compensation & Benefits

This is an unpaid intern position with reimbursement for parking/bus transportation. Opportunity for school credit is available. Access to hope events and activities will be available during the internship term. Please send resume to Jennifer Leger at leger@latinas.org. Applications are accepted year-round. Visit www.latinas.org to learn more about HOPE.

Hispanas Organized for Political Equality

A Nonprofit Leadership, Advocacy and Education Organization

634 S. Spring Street, Suite 920, Los Angeles, CA 90014 • (213) 622-0606 • www.latinas.org