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## JOB DESCRIPTION

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**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)

**REPORTS TO:**

Development and Communications Director

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**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 schedule. Must be available to work some weekends including **June 1<sup>st</sup>, June 27<sup>th</sup> and August 10<sup>th</sup>.**

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 Canva Pro.
- 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.

**APPLICATION:** Please send resume and letter of interest to: [volunteer@hicaalabama.org](mailto:volunteer@hicaalabama.org)

**ABOUT ¡HICA!**

¡HICA! is a community development and advocacy organization that champions economic equality, civic engagement, and social justice for Latino and immigrant families in Alabama.

*The Hispanic and Immigrant Center of Alabama hires the most qualified candidates without regard to any person's race, color, sex, gender, gender identity, gender expression, age, religion, ethnicity, sexual orientation, parental status, marital status, military discharge status, or source of income.*