

Intern Placement Description

Program: Internship Program
Job Title: Social Media Intern
Department: Communications Department
Reports to: Director of Communications

About

Latino Professionals is a 501(c)3 nonprofit organization focused on helping Latinos reach their full potential, empowering them with the knowledge and resources that open doors of opportunity and equality for all. The organization runs an array of educational and outreach programs to increase knowledge, awareness, and support for all.

Our programs have provided hundreds of Latinos with the education tools necessary to improve their professional development and their community, manage career growth, and connect with each other as well as corporate partners. Latino Professionals also provides education to high school as well as college students. Latino Professionals also conducts educational programs aimed at helping navigate careers, networking, and executive leadership summits. The organization also conducts advocacy and educational programs to increase public awareness of the importance of supporting all Latinos and promote solutions that will help create equity for all.

Intern Duties & Responsibilities

Latino Professionals Intern duties and responsibilities includes but is not limited to the following projects:

- Create unique and engaging content for a range of client social media platforms including, but not limited to Instagram, TikTok, Facebook, LinkedIn & Youtube
- Maintain and grow social media channels including Facebook, Instagram, LinkedIn, & Youtube
- Copywriting for Facebook, Instagram, and LinkedIn
- Attend on-site events for clients to gather social content
- Assist with real-time interaction during events using Instagram stories & Facebook live
- Seek out and engage key influencers to partner with and push relevant content
- Research and propose additional marketing tactics to deploy across social platforms
- Run and manage social media campaigns
- Report and monitor social media campaign effectiveness & ROI
- Assist with communications projects including but not limited to content development for all social media platforms, blog posts, media outreach for publication, and marketing materials for signature events
- Assist staff with various administrative projects as needed

Qualification Requirements

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must have a bachelor's degree and/or working towards a bachelor's degree
- Effective and concise writing skills, as well as effective/persuasive oral communications skills
- Qualified candidates should possess strong writing skills, attention to detail, and have a keen interest in equity, inclusion, and diversity
- Ability to multitask, perform in a team environment, and a demonstrated willingness to learn
- Ability to work independently
- Computer Proficiency – Microsoft Word, Excel, PowerPoint
- You have a keen eye for social media trends and best practices, and previous experience managing and growing social media channels
- Thirst for all things social & marketing related
- Ability to organize and manage multiple tasks while meeting deadlines
- A self-starter that enjoys trying new things and researching best practices/new trends to grow social communities

Preferred Skills

Qualified candidates must be enthusiastic, reliable, and interested in equity, access, and inclusion and/or:

- Interested in community building initiatives
- Interested in an Internship program
- Comfortable working remote

This placement description reflects management's assignment of essential functions. It does not prescribe nor restrict responsibilities that may be assigned. Apply to info@latinoprofessionals.com with cover letter, writing sample, and resume.

Latino Professionals is an equal opportunity, affirmative action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status, disability, or any other characteristic protected by law or Latino Professionals policy. Latino Professionals will consider for employment all qualified applicants with criminal histories in a manner consistent with the requirements of the Los Angeles Fair Chance Initiative for Hiring ordinance. We provide reasonable accommodations to applicants and employees with disabilities.