



League of United Latin American Citizens Communications & Social Media Internship

Introduction:

LULAC is committed to making our work and programs as accessible to our community as possible. We understand the importance of effective outreach that considers the cultural background and local influence of our communities. Our internship program allows for you to be closely involved with our key leads in the communications department to learn first-hand about our processes.

About LULAC:

Headquartered in Washington, D.C. with 1000 councils around the United States and Puerto Rico, the League of United Latin American Citizens is the largest and oldest volunteer-based organization that empowers Hispanic Americans and builds strong Latino communities. LULAC's programs, services, and advocacy address the most important issues for Latinos, meeting critical needs of today and the future.

Internship Qualifications:

LULAC is seeking an energetic student interested in understanding the world of communications and social media, and someone who is eager to hone their skills in marketing strategy development for national programs, campaigns, and events. Applicants are required to have excellent academic records and strong writing and communication skills. We encourage (but not require) candidates to have a general understanding of the Hispanic community and key cultural characteristics, through personal experience and/or statistical knowledge, that may influence an effective outreach strategy. Finally, the ability to write and speak Spanish (not required) and English fluently is highly desirable; as is as is extensive experience with using Microsoft and Adobe computer software. Interns are expected to dedicate a minimum of 24 hours a week for 8-10 weeks. Flexible schedules are permitted.

Key Qualifying Characteristics and Skills:

- Social Media marketing
- Online engagement
- Verbal communications
- Effective organization and scheduling
- Professionalism and respect for all

Education, Experience, and Licensing Reuirements:

- In 3rd or 4th year of college, graduate program, or beyond.
- Prior industry experience is preferred.

Internship Responsibilities and Duties:

- 1st assists with client and provides assistance with services.
- Provides suggestions to management for improving user experience on social platforms and internal processes.
- Learns and becomes proficient on internal software systems.
- Assists in creating performance reports.

For more information about the Communications and Social Media Internship, please contact our team at socialmedia@lulac.org

How to Apply:

Please send a resume, writing sample, unofficial transcript, and cover letter expressing interest in the position and period of availability to internships@LULAC.org. Please include "Communications and Social Media Internship" in your email subject.

LULAC is committed to diversity among its staff, and recognizes that its continued success requires the highest commitment to obtaining and retaining a diverse staff that provides the best quality services to supporters and constituents. LULAC is an equal opportunity employer and it is our policy to recruit, hire, train, promote, and administer any and all personnel actions without regard to sex, race, age, color, creed, national origin, religion, economic status, sexual orientation, veteran status, gender identity or expression, ethnic identity or physical disability, or any other legally protected basis. LULAC will not tolerate any unlawful discrimination and any such conduct is strictly prohibited.

www.LULAC.org

