



OVERVIEW

Position: **“Social Media Internship”**

Organization Background: The League of United Latin American Citizens was founded in 1929. LULAC is the oldest and largest member based organization in the United States. Our mission is to advance the economic condition, educational attainment, political influence, housing, health and civil rights of the Latino Population in the United States and Puerto Rico. LULAC empowers Latino families through advocacy and direct service programs in 35 states, the District of Columbia and Puerto Rico. Annually, LULAC engages its network of 135,000 community volunteers organized into over 1,000 councils, 68 community technology centers and 18 LULAC National Educational Service Centers (LNESEC) in community programs in civic engagement, civil rights, economic empowerment, education, health, housing, immigration, public policy and technology.

Qualifications:

LULAC is seeking an energetic, creative student interested in gaining real world experience in communications and social media. Someone eager to hone his/her skills in marketing and social media strategy for national programs, campaigns, and events. Applicants should have strong writing and communications 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 extensive experience using Microsoft and Adobe computer software. Interns are expected to dedicate a minimum of 26 hours a week for 8 – 10 weeks. Flexible schedules permitted. Must have computer and Internet access.

Responsibilities:

- Manage social media platforms incl. Twitter, Facebook, Instagram, and LinkedIn;
- Create content and adapt the brand’s voice to different social media platforms;
- Work closely with fellow interns, key staff members and executives. Must be able to communicate professionally and take direction well;
- Analyze data such as website traffic and click-to-conversion rates to determine factors such as which platforms perform well with different content and the best time of day to post content for maximum visibility;
- Work on marketing campaigns with the social media manager and other staff members. Will be asked to ideate content for different social media platforms.

Education:

- Junior or Senior in College
- Minimum 3.0 GPA
- Major(s): Digital Marketing; Communications; Information Technology

How to Apply:

Please visit lulac.org/about/internships/. Send resume, writing sample, and cover letter expressing interest in the position to internships@LULAC.org. Please include “Social Media Internship” in your email subject line.