



Communications/Marketing Intern Position Description

Job Title: Communications/Marketing Intern
Reports to: Director of Communications & PR
Job Location: 4175 Freidrich Ln., Suite #200 Austin, TX 78744
Work Week: 8-10 hrs./week; some weekends

POSITION OVERVIEW: Con Mi MADRE’s mission is to empower young Latinas and their mothers through education and support services to increase preparedness, participation, and success in postsecondary education. The Communications/Marketing Intern will work on specific projects to ensure exceptional communication between Con Mi MADRE and its constituency including local media, donors, and partnering organizations. The Intern will help increase our social media footprint as well as represent Con Mi MADRE at special events. Overall, the intern will learn effective marketing strategy from conception to execution and get the experience of working in a flexible non-profit setting.

OPPORTUNITIES FOR INTERN:

- Learn about communications and marketing best practices in the Austin, Texas non-profit sector.
- Develop skills in graphic design, marketing, and promotion.
- Learn to telecommute and work on a communications/marketing team.

QUALIFICATIONS:

- Experience with desktop publishing (Adobe Creative Suite), video editing and graphic design.
- Website management and knowledge of social media management preferred.
- Excellent proofreading, grammar and sentence structure, research and interpersonal communication skills.
- A responsible, organized, creative thinker with a “can do” attitude is the ideal candidate for this internship.

DUTIES:

- Assist the Director of Communications & PR in the development, design and execution of marketing and communication initiatives.
- Design marketing materials for Con Mi MADRE with an emphasis on social media growth.
- Assist in developing press releases, brochures, email distributions, videos and other modes of marketing/communications promotion.
- Draft content for websites, e-newsletters, and other media outlets.
- Assist with posting events on community calendars
- Assist with photography and social media posting at events
- Other staff assistance as needed.

HOURS:

- Suggested time commitment: 8-10 hours weekly. Agency is flexible on total number of hours/days worked.
- Time commitment may vary depending on Director of Communications & PR’s schedule and the organization’s deadlines and responsibilities.

COMPENSATION: This internship opportunity is an unpaid position.

HOW TO APPLY: Please submit resume and cover letter to: cynthia@conmimadre.org.