

Esperanza has an immediate opening for a **Marketing Intern** that would support the digital marketing, PR and communications activities of the Marketing Communications Department.

Esperanza is a faith-based non-profit organization committed to raising awareness and identifying resources to strengthen Hispanic communities.

The **Marketing Intern** will support the Marketing Communications department with content production for our digital platforms, distribution of key marketing and social media initiatives, and data base and web maintenance as necessary. Primary responsibilities include:

- Support writing and distribution of messages on behalf of the organization including e-blasts, press releases, blog posts, and other information through our website and various social media sites
- Contribute to brainstorming sessions for editorial content
- Update staff email list for email marketing purposes
- Create graphic design content including gifs, infographics, and print collateral
- Support paid and organic social media campaigns
- Support organizational and sponsored events as necessary, including photography, vendor relations, social media coverage and/or print collateral production.

The successful candidate will have 2-3 years of communications experience or education with proven understanding of social media and content creation. Bilingual capability (English/Spanish) is a plus or an interest in the Hispanic culture.

BA/BS degree from an accredited college or university in a related field of study is required. Juniors and seniors with 3.0 GPA will be considered. Desired Knowledge, Skills, and Abilities include:

- Excellent writing, communication, proofreading skills
- Understanding and alignment with Esperanza's mission, goals, faith-based values, and objectives and ability to work independently with a high level of energy and contribute as part of a larger team.
- Possesses strong interpersonal skills as demonstrated by compassionate, courteous, cordial, cooperative, and professional interaction with diverse groups of co-workers, external business partners, and the community.
- **Marketing Savvy:** Background knowledge of marketing trends including social media, branding, public relations best practices, and willingness to learn other marketing tools.
- **Marketing technologies:** Comfortable with marketing technologies and a fast learner of new platforms. Basic knowledge of Google Ads, Adobe CS, WordPress, Canva, Microsoft Suite, and Hootsuite.
- **Social Media:** Ability to manage and create content for multiple social media sites such as Facebook, Twitter, Instagram, YouTube and LinkedIn.

Our office is located at: 4261 North 5th Street Philadelphia, PA 19140. Interested candidates should email a resume and work sample (website or google drive link) to marketing@esperanza.us and please indicate **Marketing Intern** in the subject line. For more information, check us out on the web at: www.esperanza.us.

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