



PO Box 11096, Denver CO 80211 · Office: (303) 904-6073 · www.elgrupovida.org

Communications and Marketing Intern Job Description

Purpose: The Intern helps promote the mission of El Grupo VIDA which is to empower individuals who have disabilities, and their families, with information and training that will support them to be their own best advocate.

Service Area: Denver Metro Area

Time Frame: Internships are available for spring, summer, and fall semesters.

Responsibilities May Include:

Communications

1. Monitor EGV social media pages (Facebook, Twitter, LinkedIn, YouTube, etc.)
2. Uploading videos, photo albums, etc.
3. Finding users to follow/friend/like our business
4. Writing and posting /tweets/updates, etc.
5. Tracking the growth and the impact of social media on our organization
6. Replying to comments, messages, etc.
7. Report findings to the Executive Director and Board
8. Ability create and upload Twitter & YouTube backgrounds, and minor video editing skills are a plus
9. Assist in website and social media optimization
10. Assist with keyword analysis and cost/benefit analysis
11. Administrative duties as assigned, including an intern time sheet
12. Perform other tasks and responsibilities as assigned

Marketing

1. Assist the Executive Director in creating marketing strategy and key messaging for EGV programs and events
2. Assist in creating programs to reach new audiences
3. Assist in researching Hispanic/Latino population areas
4. Develop and maintain relationships with local businesses and community organizations
5. Oversee the schedule and creation of targeted promotional emails
6. Perform other tasks and responsibilities as assigned

Qualifications/ Experience/Skills:

- Candidates must be 18 years of age or older
- Fluent speaking, reading, and writing Spanish and English required
- Be creative with an eye for design
- Ability to develop a detailed and professional marketing plan is helpful
- Knowledge of digital media software – Publisher, Photoshop or other graphic design software, etc. a plus
- Knowledge of video editing software – iMovie, Final Cut, or Windows Live Movie Maker is a plus
- Knowledge of social media – Facebook, Twitter, LinkedIn, YouTube, blogs, etc.
- Willingness to create video blogs, write press releases, and Facebook posts daily
- Energy, with a desire to come up with fresh ideas on how to grow our online presence
- Experience proofreading and editing a plus
- Strong time-management, organizational, and internet research skills a must
- Ability to self-motivate, stay on task and work independently
- Excellent interpersonal skills
- Skills in Microsoft Office (Word, Excel, Access)
- Must have email access and phone access
- Reliable transportation
- Willingness to use personal transportation
- Prospective interns must be willing to submit to a criminal background check

Training: Orientation with the Executive Director

Time Commitment: 15 - 25 office hours per week; occasional evenings and weekends.

Stipend: No stipends are currently available; internship may be applicable towards course credit. Resume builder.

Reports to/Supervision: Executive Director