

**ARKANSAS
IMMIGRANT
DEFENSE**



**DEFENSA ^{DE}
INMIGRANTES ^{DE}
ARKANSAS**

ATTORNEYS AT LAW ABOGADOS

Position Title: Digital Marketing Intern

Organization: Arkansas Immigrant Defense

Department: N/A

Address: 4024 Wagon Wheel Rd. Springdale, AR 72762

Supervisor Name: Michal Richter

Supervisor Contact: (479) 925-9095

TERMS OF EMPLOYMENT

ELIGIBILITY

- Be a currently enrolled, undergraduate student who will be returning to college as a full-time (12 credit hours) sophomore, junior or senior in the fall of 2020.
- Submit written enrollment verification from their college or university confirming the student's enrollment status to United Way.

WORK SCHEDULE & CONDITIONS

- This is a temporary full time (35-40 hours per week) position.
- This position is not eligible for sick, vacation, and holiday leave during employment.
- This position is eligible for flexible hours and remote work part-time.
- The intern will be required to be present for work in the office building at least once a week.

SALARY & BENEFITS

- **SALARY.** The individual shall receive a \$3,200 salary distributed during normal pay cycles for the duration of employment.
- **PROFESSIONAL DEVELOPMENT.** The United Way will provide interns an in-person orientation and three professional development opportunities.
- Arkansas Immigrant Defense will provide the intern with opportunities to receive education about immigration law and legal services.

EVALUATIONS

The employee will receive an evaluation of their performance at the end of their employment from their direct supervisor. The evaluation also includes a self-evaluation and program evaluation.

RESPONSIBILITIES

POSITION PURPOSE

The digital marketing intern will expand awareness of the legal services, public education, and community advocacy provided by AID through the creation of a portfolio of content to be published digitally.

DUTIES

Duties and responsibilities for the digital marketing intern include the following:

- Coordinating with AID attorneys, paralegals, and staff to monitor programs and initiatives, including legal services, public education, and community advocacy
- Creating social media content (including written, photo, and video) on the services provided by AID into easy-to-read content for various audiences, including supervisors, co-workers, and the public.
- Organizing a digital cloud portfolio of flexible content by subject area.
- Other duties as assigned by supervisor

COMMUNITY IMPACT

The digital marketing intern will make a positive impact on the communities of immigrants and refugees within Arkansas. Through outreach and community engagement, the digital marketing intern will educate the public, partners, and impacted communities on the immigration relief that Arkansas Immigrant Defense provides.

QUALIFICATIONS

The ideal candidate will have the following qualifications:

- Ability to communicate effectively with Spanish-speakers--both written and spoken fluency in Spanish and English--is **highly preferred**
- Ability to work effectively with low-income individuals, including clients with mental illnesses
- Demonstrated commitment to immigrant rights and community empowerment
- Strong organizational, problem-solving, and analytical skills
- Excellent written and oral communication skills
- Ability to work as part of a team and independently to manage priorities and prioritize workflow
- Commitment to providing culturally competent services
- Commitment to client confidentiality
- Ability to tell moving and inspiring stories
- Ability to effectively and professionally manage social media accounts

LEARNING OBJECTIVES

CAREER DEVELOPMENT

Intern will gain the following workplace experiences:

- Working knowledge of digital marketing for a nonprofit
- Deep understanding of nonprofit management
- Insight into existing needs of the immigrant community

SKILL DEVELOPMENT

Intern will develop the following workplace skills:

- Knowledge of marketing strategies within nonprofit organizations
- Strong verbal and communication skills
- Ability to translate complex information into common, easy-to-read language for various audiences
- Ability to quickly learn and process information
- Organizational, project management, and time management skills
- Proficiency with social media platforms as well as cloud storage

PERSONAL GROWTH AND DEVELOPMENT

Intern will gain personal growth and development in the following ways:

- Increased confidence
- Improved critical thinking skills
- Accelerated learning and processing skills
- Refined communication skills