



Position Title	Digital Marketing Intern
Organization	Hispanic Women's Organization of Arkansas
Department	Marketing
Address	614 E Emma Ave., Ste. 231 Springdale, AR 72764
Supervisor Name	Margarita Solorzano
Supervisor Contact	479-751-9494

TERMS OF EMPLOYMENT

A. BACKGROUND CHECKS

- a. Criminal Background Check

B. ELIGIBILITY

- a. Be a currently enrolled, undergraduate student who will be returning to college as a full-time student (12 credit hours) sophomore, junior or senior in the fall of 2021.
- b. Submit a written enrollment verification from their college or university confirming the student's enrollment status to United Way.
- c. Must be based in the United States

C. WORK SCHEDULE & CONDITIONS

- a. This is a temporary full time (35-40 hours per week) position.
- b. This position is not eligible for sick, vacation, and holiday leave during employment
- c. Flexible hours are available
- d. Working remotely as needed

D. SALARY & BENEFITS

- a. SALARY. The individual shall receive a \$3,200 salary distributed during normal pay cycles for the duration of employment.
- b. PROFESSIONAL DEVELOPMENT. United Way will provide interns an in-person orientation and three professional development opportunities.
- c. The individual will have the opportunity to network with individuals who can impact their career development
- d. The individual will learn how to communicate with the population served by HWOA in a cultural way.
- e. The individual will have the opportunity to gain experience in public speaking and project management.

E. EVALUATIONS

- a. 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 a program evaluation.

RESPONSIBILITIES

A. POSITION PURPOSE

- a. To develop and implement a marketing plan to communicate HWOA's programs and services
- b. Work with HWOA staff to learn more about programs to create culturally appropriate program materials and marketing strategies.
- c. Develop a plan to reach the hard to reach audience using traditional and social media

DUTIES

- d. Write one blogpost per month for the duration of the internship
- e. Assist in vetting and editing blog submissions
- f. Email marketing – create a biweekly HWOA digital newsletter
- g. Digital content production – create and suggest relevant social media posts
- h. Assist in the development and implementation of social media strategy
- i. Monitor the news cycle surrounding HWOA programs
- j. Monitor and write a monthly report on HWOA instream print media's coverage

B. COMMUNITY IMPACT

- a. Create cultural and linguistic appropriate content about HWOA programs and services
- b. Assist in the development of educational digital materials appropriate for people with limited technology skills.
- c. Empower community with timely information and virtual learning opportunities

QUALIFICATIONS

- A. Basic Adobe or online design software (i.e. Canva) skills with a keen eye for clean design
- B. Excellent knowledge of social media and safe practices: Twitter, Instagram and Facebook.
- C. Experience and interest in writing and editing for blog formats or online publications
- D. Ability to work independently and to make informed decisions on the basis of provided parameters
- E. Basic knowledge of the history of the Hispanic Women's Organization
- F. Multitasking, detail oriented and time management skills
- G. Bilingual English and Spanish

LEARNING OBJECTIVES

A. CAREER DEVELOPMENT

- a. Marketing

- b. Social media
- c. Community engagement
- d. Communications

B. SKILL DEVELOPMENT

- a. Time management
- b. Project management
- c. Collaboration/ Teamwork
- d. Networking

C. PERSONAL GROWTH AND DEVELOPMENT

- a. Critical thinking
- b. Increased confidence
- c. Increased communication skills