Position Title | Digital Marketing Intern  
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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 2022.  
   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 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 $4,200 salary distributed during normal pay cycles for the duration of employment.  
   b. **PROFESSIONAL DEVELOPMENT.** United Way will provide interns an in-person orientation and two 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