

## Remote Marketing & Communications Internship (Unpaid)

The Marketing and Communications Internship at BIIN is a great career builder for anyone interested in communications, marketing, public relations, or public administration. Upon completion, the intern can expect to acquire invaluable experience in managing a nonprofit marketing program. He/she will have developed professional content for their portfolio.

### **Duties and Responsibilities**

The Marketing and Communications Intern assists with the daily management and monitoring of BIIN's social media. The intern engages with our supporters online, answering questions, replying to comments, and liking, replying to and sharing user-generated content. This requires the intern to work with staff and volunteers to ensure an appropriate response to inquiries. The intern is also tasked with identifying reliable sources on recent developments in immigration policy and practices, to be shared with clients and supporters through social media. In addition, the intern will write press releases, newsletter articles and other short pieces and assist with the creation of new content to promote the organization's programs and mission.

### **Activities may include:**

- Assist with the daily management and monitoring of BIIN's Facebook page. Responsibilities include monitoring and responding to inquiries in English. (Other interns will be responsible for responding to inquiries in Spanish.)
- Create posts to promote via social media BIIN's regular programs, including the citizenship, English Conversation Partners, and Allies in Action classes, as well as monthly IRA clinics and any occasional workshops. Occasional attendance of on-going programs via Zoom may be required.
- Develop content for social media by finding and sharing thoughtful coverage of issues related to immigration from reliable sources. Responsibilities include sourcing content, writing posts, sourcing photography, taking photographs when needed, and scheduling posts on Facebook.
- Work closely with the marketing coordinator, staff and other interns to develop new tactics and campaigns, to track social media data, and to assist in developing new creative content (stories of clients, volunteers, other faces of BIIN).
- Work with staff to write press releases to announce BIIN's programs, occasional pieces for the monthly newsletter, and other communications as needed.
- Conduct a thorough review of the BIIN Referral Guide, by contacting local service providers to check on the accuracy of the information BIIN has and updating records as needed.
- Write board reports that analyze the previous month's marketing and communications efforts.
- Other projects as assigned.

**Qualifications:**

- Enthusiasm for BIIN's mission.
- Must own a personal computer and have reliable access to the internet.
- Must be able to commit to the entire internship period.
- Strong writing skills are a must.
- Strong interpersonal skills, including the ability to adopt a warm and sincere tone online and to embody BIIN's brand in digital communications.
- Strong social media presence or skills.
- Careful reader, able to identify reliable sources and fairly present others' work.
- Comfortable in reaching out to organizations, via email, phone, and in-person.
- Flexibility to work evenings and weekends when needed.

**Preferred skills but not required:**

- Proficiency with Google Docs, Google Drive, Google Slides, Canva.
- Experience with social media platforms.
- Spanish language skills.

**Start Date:** BIIN interns usually begin the second week of the semester, but depending on the needs of the program, some prior communication may be required.

**Time Commitment:** It is our hope that our interns experience as much of BIIN as they can, and truly become a part of our team. Therefore, we have created a program centered on a minimum of 100 hours allocated over the course of 10 weeks. However, BIIN allows interns to work additional weeks and hours if their program requires it or if they choose to be more involved.

**Compensation:** Though unpaid, the internship provides the opportunity to hone management and supervisory skills while making a tangible contribution in addressing the needs of the local immigrant community.

**Work Environment:** The intern will work remotely, as part of a collaborative team. We view our interns foremost as learners who offer a valuable fresh perspective. We treat each intern as a professional team member and part of the BIIN family. Our staff is committed to the program, offering guidance, and appreciation for each intern's contribution.

**Academic credit:** BIIN has had interns work for three credit hours from the Sociology, Political Science, Hispanic Studies, and Philosophy departments' internship classes. BIIN is happy to work with interns to meet the requirements of their department's internship program.