

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. They will have developed professional content for their portfolio.

Duties and Responsibilities

The Marketing Intern assists with the daily management and monitoring of BIIN's social media. The intern engages with our supporters and clients online, answering questions, replying to comments, and liking, replying to and sharing user-generated content. The intern is also responsible for online fundraising through BIIN's social media. This requires the intern to work with staff, the Board, and volunteers to ensure an appropriate response to inquiries and fundraising campaigns.. The intern is also tasked with identifying hashtags, trends, and social conversations in which BIIN should take part. In addition, the intern creates promotional flyers, writes and publishes newsletters, writes press releases, and assists with outreach and manages events.

Activities may include:

- Write monthly newsletter.
- Assist with the daily management and monitoring of BIIN's Facebook and other social media pages. Responsibilities include scheduling posts, monitoring, and responding to inquiries.
- Develop content in both English and Spanish and deploy new tactics for social media. Responsibilities include sourcing content, writing posts, sourcing photography, taking photographs when needed, developing video content, developing new tactics and campaigns, and tracking FB data.
- Execute all social media fundraising campaigns.
- Write board reports that analyze the previous month's marketing efforts.
- Write press releases to announce BIIN's programs and events.
- Promote BIIN's citizenship classes, English classes, workshops, and other events.
- Serve as an in-house copy editor.
- Other projects as assigned.

Qualifications:

- Enthusiasm for BIIN's mission.
- Must own a personal laptop computer.
- Ability to commit to the entire internship period.
- Strong writing skills are a must.
- Strong interpersonal skills. The ability to come across as warm and sincere online and to embody BIIN's brand in digital communications.
- Strong social media presence or skills.

- 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.

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 12 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 in a small collaborative office environment.

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.

General Program Information: BIIN's internship program is open to anyone who is interested in gaining experience managing programs.

Goal: Provide an educational opportunity involving hands-on activities while at the same time empowering the local immigrant community.

Vision: 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.

To Apply

For more information or questions on the general details of the internship program, contact BIIN Director at info@brazosimmigration.com. To apply for an internship position, please fill out the application here: <https://forms.gle/jVWVWp6CeWeFCUmH8>