



POSITION DESCRIPTION

Title: Digital Marketing Intern

Department:
Resource Development

Reports To:
VP of Advancement

Titles Reporting to Job:
None

Exemption Status:
Unpaid

Last Revised:
August 2022

Last reviewed:
August 2022

Position Summary:

The Social Media and Graphic Design Intern supports the Resource Development team directly with special media and design projects.

Essential Duties and Responsibilities:

Agency:

- Nurtures positive and collaborative working relationships with other Agency staff as well as outside providers.
- Implements the Agency mission, philosophy, core values to direct daily work and decision-making, adheres to agency policy.
- Cultivates a professional and respectful work environment.
- Is actively involved and knowledgeable of the Agency's Performance Quality Improvement process.
- Accountable for daily activities within the allowable activities approved by the Agency.

Essential Duties:

- Brainstorm, plan, launch and evaluate social media campaigns;
- Use video editing software such as iMovie to create appealing promotional videos;
- Use Canva to design social media content and other graphics as needed;
- Creatively compile photos and videos to make recap videos or photo collages for Casa Central events;
- Utilize Sprout Social (social media management platform) to schedule Casa Central's social media posts;
- Complete other social media and graphic design tasks for the Resource Development department as needed.

General Requirements:

Sensitivity to cultural diversity is required. This position is remote and does not require onsite presence. To perform this job successfully an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to perform the essential functions.

Education/Experience:

Be enrolled in a 2 year or 4 year college/university.

Language Skills:

Bilingual preferred but not necessary.

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Computer Literacy & Knowledge Skills Abilities:

Must be computer literate and proficient in Microsoft Office, Outlook 365; Video Editing and Graphic Design software. Working knowledge of social media. Ability to work with Office 365 and Microsoft Teams. Intermediate to Advance Skills with Word and Excel. Ability to multitask and prioritize. Strong verbal and written communication skills. Ability to work independently and with a team

Mathematical Skills:

Must have and understanding of math as used for adding, subtracting, percentages, ratios, etc.

Operating Environment and Working Relationships:

Works collaboratively and routinely with management staff and Agency employees. Ability to administer a benefits program. Well-developed administrative skills. Ability to express oneself clearly and effectively. Superior interpersonal abilities. Ability to get along with diverse persons, and personalities. Must be tactful, mature, and flexible. Good reasoning abilities and sound judgments.

Decision Making Authority:

Exercises discretion, independent judgment in executing tasks.

Physical Demands:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit, talk and hear. The employee frequently is required to use hands. Must be able to lift and carry 25lbs.

Work Environment:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

I acknowledge and understand that:

Receipt of the position description does not imply nor create a promise of employment, nor an employment contract of any kind, and that my employment is at-will.

- The job description provides a general summary of the position in which I am employed, that the contents of this job description are job requirements and, at this time, I know of no limitations which would prevent me from performing these functions with or without accommodation. I further understand that it is my responsibility to inform my supervisor at any time that I am unable to perform these functions.
- Job duties, tasks, work hours and work requirements may be changed at any time.

Employee Signature/ Firma de Empleado: _____

Date/ Fecha: _____