



Digital Marketing Internship Description

About Immigrant Welcome Center

The Immigrant Welcome Center is a non-profit organization that serves the immigrant and refugee communities of Indianapolis, by connecting them to the people, places, and resources they need to thrive. Since our founding in 2005 we've helped thousands of immigrants navigate their new lives in Indianapolis. Our vision is to create a city that is welcoming to all people, regardless of their race or background, by working with our community partners and local leaders to ensure that policies and social systems are inclusive of immigrant needs. [Click here to learn more about us.](#)

Position Summary

The Digital Marketing Intern will be supervised by the Marketing and Communications Manager and participate in an interdisciplinary community-based office setting. The focus of this internship will be to assist the IWC with its external marketing and communication needs while gaining experience in current social media marketing practices.

The intern will focus primarily on content creation for all social media channels including Facebook, Instagram, Twitter, and LinkedIn. The intern will work closely with the Marketing and Communications Manager to develop content strategies to drive engagement and growth, while building brand authority for the IWC. Excellent communication skills and attention to detail are a must.

The intern will also be expected to provide an audit of each social media channel to assist the Marketing and Communications Manager in tracking the performance of each channel while developing an action plan that can be implemented to increase traffic and growth.

The Intern will assist with a variety of marketing and communications activities, as well as assisting in other program areas, in order to fully understand the inner workings of the Immigrant Welcome Center, and how to best promote its brand. **This position is 15-30 hours per week, unpaid. Flexible hours and remote work are available.**

Position Responsibilities

Mission: Ensures operations are in accordance with objectives of the Immigrant Welcome Center:

- Assists with all public relations, marketing, communications and social media activities for the Immigrant Welcome Center as directed by the Marketing and Communications Manager.
- Develops print collateral, e-newsletter, website, and social media content for the Immigrant Welcome Center.
- Assists with maintaining website and social media platforms, with relevant information, resources, and events.
- Assists with the planning and execution of marketing campaigns
- Analyze and report metrics for campaigns and promotional marketing projects
- Assists all staff and interns with internal communication materials as needed.
- Works alongside the Marketing and Communications Manager to develop and implement other communications and marketing strategies and campaigns as needed.

Strategic Plan

- Brings unique ideas to team meetings to help carry forward an initiative of transformational program offerings and communications strategy.

Compliance

- Supports and adheres to the mission, policies, procedures, and activities of the Immigrant Welcome Center.

- Perform other duties as requested by the Marketing and Communications Manager.

Job Knowledge, Experience, and Skills Required

- **Firm grasp of available tools and platforms in the social media space (e.g., Facebook, Instagram, Twitter, Hootsuite, etc.)**
- Completed or working toward a college degree, preferably in a related field (e.g., Graphic Design, Marketing/Communications, or Public Relations)
- Previous experience with video editing software and storytelling methods is a plus
- Previous internship or related experience in marketing or communications is a plus
- Must be computer literate (working knowledge of word processing, PowerPoint, Excel).
- **Proficiency using Canva and Hootsuite highly desired**
- Proficiency in Adobe InDesign, Illustrator, and Photoshop highly desired.
- **Graphic design skills are a plus**
- An effective communicator, both written and oral
- Ability to communicate in a professional manner with press and community contacts
- **Self-starter, good organizational skills, detail-oriented, ability to prioritize, multi-task, and meet deadlines**
- Enthusiasm for the mission of Immigrant Welcome Center and the communities we serve

Interested Applicants: Please send your resume along with a cover letter to Marketing and Communications Manager, [Jackie Rodriguez](#), with the subject line "Digital Marketing Internship".