



Internship Description

Content Creator

Hybrid (Remote/Los Angeles) Location

Reports to: Communications Manager

Status: Temporary Internship

Department: Communications

Duration: 6 months

Weekly Commitment: 5 hours

Position Summary

The Content Creator Intern supports the Communications Department and is responsible for implementing strategies to support a narrative campaign on higher education that highlights the value of a college degree and increased awareness and need for a college-going culture in Los Angeles. The Intern will support various issue-based campaigns that intersect with the college-going experience, including, but not limited to, digital equity, multilingual learners, and civic engagement. The Intern will collaborate with the Communications Department staff to uplift the initiatives and develop content for social media channels, blogs, and other digital platforms. The Intern will support outreach efforts for an in-person event scheduled for Summer, dedicated to promoting college access. *Attendance at the event is required.* The Content Creator Intern is supervised by the Communications Manager.

Responsibilities:

- Collaborate with the Communications Department to develop strategies to support various campaigns and ensure consistency and effectiveness of messaging across different platforms.
- Create engaging, impactful and culturally relevant content for social media channels, blogs, and other digital platforms including but not limited to written content, graphics, and videos.
- Stay updated on industry trends and incorporate them into content creation including hashtags, etc.
- Engage with the community and respond to comments and messages across social media platforms.
- Support with identifying platforms to share content and/or to uplift personal experience to increase awareness and the need for a college-going culture.
- Interns will support outreach for a Summer event focused on college access and be required to attend.
- Participate in the planning and implementation of the event, including logistical support

and on-site assistance as needed.

- Perform other duties as assigned to support the goals and objectives of the Communications Department.

Qualifications:

- Currently enrolled in a college or university program.
- Interns must exemplify the values of ABC as they are presented [here](#).
- A commitment to the mission and goals of ABC and a demonstrated commitment to the advancement of the Latino/a community.
- Proficiency in content creation across various mediums, including written content, graphics, and videos.
- Familiarity with social media platforms, content management systems, and digital marketing tools.
- Understanding of and passion for issues related to higher education, college access, digital equity, and civic engagement.
- Existing large social media presence (*preferred but not required*) with a demonstrated ability to create and curate engaging content.
- *Collaboration*: Able to work independently and within a team environment and lead collaborative efforts to accomplish collective goals and objectives. Must maintain positive working relationships with organizational leadership and staff to meet collective goals.
- *Technical Skills*: Demonstrated abilities to manage social media, email (e.g., ConstantContact), and other online platforms.
- *Communications Skills*: Excellent interpersonal, verbal, and written communication skills. Proven ability to establish and maintain high-priority relationships.
- **Required** bilingual in English and Spanish.

Expected Outcomes:

At the end of your 6-month internship, you will be expected to have:

- Produced a minimum of 12 pieces of content, distributed across various digital platforms such as social media channels, blogs, and other platforms. This content should showcase your ability to create diverse and engaging materials, including written content, graphics, and videos.
- Contributed to the growth and expansion of ABC's social media presence through the dissemination of content across your personal networks and platforms to amplify its reach and foster engagement with a wider audience. This requirement can be fulfilled by leveraging the collaboration tools available on social media platforms.
- Supported the outreach efforts for the June event focused on college access, showcasing your ability to contribute to the planning, promotion, and implementation of an event.
- Enhanced understanding of the role of communications in driving social impact and promoting social change, particularly in the context of higher education and related issues.

Compensation:

A stipend of \$2500 will be provided for the entire 6-month internship duration. The compensation will be paid monthly, with the intern receiving \$500 at the end of each month. The Intern understands and agrees that this is the total and complete compensation for the services rendered during the internship period. If requested by the student, this position may also serve to fulfill University internship or field study requirements in addition to stipend compensation.

Workload and Physical Demands

This position requires weekend and evening work as well as travel. The physical demands described here represent those that must be met by an employee to perform the essential functions of this position successfully. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions. While performing this position, the employee is regularly required to operate a personal computer, talk on the telephone or webcam for multiple hours per day. The employee is occasionally required to support events and to lift and/or move up to 40 pounds.

Because this position has responsibilities requiring direct interactions with others, the employee will need to be fully vaccinated against COVID-19, although reasonable accommodation requests will be considered.

Equal Opportunity Employer

Alliance for a Better Community (ABC) is an equal-opportunity employer that values diversity. It is our policy to ensure that all individuals are treated equally without regard to age, color, disability, gender, marital status, national origin, religion, sexual orientation, expression, gender identity, veteran status, or other protected status and that all are given every opportunity to succeed.

How To Apply: Please email your cover letter, resume and a writing sample to bonnie@afabc.org with the subject line "Content Creator Internship - Your Name". **Deadline to Apply is May 5th.**