

## 2018 – 2019 Digital Marketing & Social Media Intern Application for UIC Students

The Latino Cultural Center (LCC) seeks enthusiastic and creative Digital Marketing and Social Media Intern(s) to work alongside our team to help build our social media presence for the 2018-2019 academic year. If you are passionate about social media platforms, and understand how it is used to help grow an organization's presence to relay information, we want to speak with you! Intern(s) will devote 50% of the time to this project and 50% to help with public events and office duties.

We encourage student(s) with a freshman or sophomore standing to apply as this may lead to future employment at the LCC. They will need to dedicate **10 hours a week** towards the internship: **Fall 2018:** September 10, 2018 – December 7, 2018 (13 weeks); **Spring 2019:** January 28, 2019 – May 3, 2019 (13 weeks, off during Spring Break).

This internship is an excellent opportunity to learn the day-to-day operations of an art cultural organization and add this experience to your resume. Interns who complete their internship semester in good standing are given the opportunity to transition to become Student Educators, if LCC budget permits. Applicants that have federal work study are preferred, but not required. Depending on academic standing and course load; students may also qualify for course credit. Please speak with college advisor for further details.

### Responsibilities

- Help grow the LCC's social footprint and use it to drive traffic to public programs;
- Curate, design, and write posts for all social media platforms using Hootsuite;
- Responsible for managing and keeping up-to-date all social media platforms;
- Ability to take initiative and be creative; and
- Assist LCC team with office duties as well as public programs and mural tours logistics.

### Requirements

- Candidate must be familiar with how social media outlets, Flickr and YouTube functions;
- Basic photography skills;
- Comfortable with public speaking to assist LCC staff with Mural Tours facilitations;
- Must be available Wednesdays and/or Thursdays afternoons (2pm to 5pm);
- Capacity to work independently with minimal supervision and with a team;
- Organized, with an ability to prioritize assignments; and
- Act as liaison with LCC Affiliated Student Organizations to engage them in opportunities with the LCC.

Date: \_\_\_\_\_

Applicant's Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone number: \_\_\_\_\_ Other number: \_\_\_\_\_

Major/Minor: \_\_\_\_\_

Fall 2018 academic standing: \_\_\_\_\_

Faculty reference (Name and email): \_\_\_\_\_

\_\_\_\_\_

Please type your response to the following questions and attach application/document & resume. Submit to Edith Tovar at [etovar4@uic.edu](mailto:etovar4@uic.edu) by **Tuesday September 4, 2018**.

\_\_\_\_\_

Each answer should be at least 500 words.

1. Please describe your academic and professional assets/skills

- Consider including the following: Writing, research, social media, graphic design, public event logistics, public speaking, interviewing, proofreading, photography/video, database management, evaluation, etc.).

2. Briefly describe your experience with

- Intercultural engagement/cultural diversity projects &
- Projects addressing Latino issues or social justice issues.
  - o Provide social media examples (posts, promotional materials, etc.)

3. Describe what YOU wish to get out of this internship