



Communications and Social Media Intern

General Information:

LULAC is looking for an energetic and creative student eager to gain hands-on experience in communications and social media. The ideal candidate will have a passion for marketing and social media strategy, particularly for national programs, campaigns, and events. Strong writing and communication skills are essential, with a preference for candidates who have a general understanding of the Hispanic community and cultural nuances. Fluency in Spanish (not required) and English is highly desirable, as is experience with Microsoft and Adobe software.

Internship Details:

- Commitment: Minimum of 26 hours per week for 8-10 weeks, with flexible scheduling options.
- Location: Based at the LULAC National Office, 1776 I Street NW, Washington, D.C., with minimal remote work opportunities.

Core Roles and Responsibilities:

- Manage social media platforms including X, Facebook, Instagram, and LinkedIn.
- Create and adapt content to align with the brand's voice across different social media channels.
- Collaborate with fellow interns, staff, and executives, demonstrating professionalism and responsiveness to direction.



- Analyze data, such as website traffic and engagement metrics, to optimize content performance and posting times.
- Contribute to marketing campaigns and ideate content strategies with the social media manager and team members.

Requirements:

Education:

- Junior or Senior in College.
- Minimum 3.0 GPA.
- Preferred Majors: Digital Marketing, Communications, Information Technology.