

Public Relations and Social Media Internship



ESCOKIDOS

Is a community-based resource providing culturally-sensitive child abuse prevention services (CAPS) to families. We serve families in North County of San Diego, California. We work collaboratively with diverse San Diego partners to provide direct services, trainings, and promote public awareness founded in best practices. All services are available in English and Spanish.

Our mission is to provide culturally-sensitive services to families in need through education and training programs designed to reduce risk for child abuse or neglect.

ESCOKIDOS is seeking one part-time intern in Public Relations and Social Media (20 hours / week).

Internship will include

Communication

- Manages various email campaigns, including the template designs, calls-to-action, and content used in ESCOKIDOS listservs.
- Drafts, maintains, and proofreads all marketing materials: brochures, campaign materials, presentations, donation thank you cards, event invitations, fact sheets, pledge cards, and other materials that require graphic design.
- Create new content such as blog posts, reports, articles, infographics, and whitepapers that amplify ESCOKIDOS mission and community impact.
- Provide a high level of industry and solution-focused knowledge to create inspiring and informative content for website.

Fundraising

- Assists in the development and execution of marketing programs to establish clear brand identity, enhance community awareness of ESCOKIDOS impact, and maximize donor gifts and generate new donors, and works with the Development team to coordinate market fundraising and events throughout the year.
- Develops Sponsorship Prospectus for distribution to current and potential sponsors.
- Supports the development team in providing content, material, and strategy to fundraising events and campaigns.
- Collaborates with Director of Marketing and the Development team in the development of digital marketing strategy, resulting in greater donor engagement and improved online and social media presence.

Branding

- Updates the organization's website, and all aspects of ESCOKIDOS social media presence, including Facebook, Instagram, and LinkedIn.
- Photography and videography as needed.
- Bring professional experience working in online community management to moderate conversations and handle customer service on ESCOKIDOS social media and website. Daily management of social media platforms, including troubleshooting customer service issues and proactively engaging with like-minded organizations' accounts. Handle daily customer service, including common volunteer and donor questions and public inquiries on how to receive ESCOKIDOS services and resources.
- Manage social media calendars and community training calendar.
- Develop and manage a content calendar for each channel, audience, and stage in the audiences' journey.
- Write content that creates awareness and drives engagement across all major social media.

- Ensure that all content is on-brand, consistent in style, quality, and tone of voice, and optimized for search and user experience for each channel.
- Manage the drafting and distribution of social media posts, which may include: ESCOKIDOS updates, relevant articles, press mentions, and customized content.
- Learn new social media features as they are released by platforms and utilize them in day-to-day social media management.

Evaluation

- Make recommendations to enhance content based on performance metrics such as conversions and click-through rates.
- Distribute ESCOKIDOS campaigns, and tag content and running reports for ESCOKIDOS partners and prospective sponsors to gauge the success of the campaign.
- Manage monthly reports, tracking KPIs, and insights. Track online dialogue and trends and make note of any current events or issues that should inform ESCOKIDOS outreach.
- Help the Director of Marketing and Executive Director on developing and executing marketing plans to recruit and retain new and loyal donors, sponsors, subscribers, and volunteers.
- Monitor trends, audience insights, and best practices to ensure our social media program is engaging and informative.

Skills & Knowledge

Intern must provide evidence of or demonstrate the following:

- Experience with WordPress
- Proficiency in Adobe Photoshop, InDesign, Illustrator design software, and Microsoft Office software
- Experience driving content sharing, community participation, and lasting brand connections
- Excellent storytelling and editing skills
- Passion for content marketing
- Creative self-starter with fresh ideas
- Enjoys fast-paced environments
- Accurate and meticulous, with a high attention to detail
- Exceptional organizational, interpersonal, and project management skills
- Excellent written and verbal communication skills
- Demonstrates cultural competence when working with Latin or Hispanic families.
- Bi-lingual strongly preferred in English/Spanish.



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Eligibility

- Completing a Bachelors degree in Business, Marketing, Communications, or related field.
- Must be in 3rd Year and a minimum GPA: 3.0
- At least 2 years of social media and community management experience. Brand communication experience is a plus.
- Ability to produce clearly written, succinct information that flows logically. Information developed must be grammatically correct without punctuation, spelling or other errors.
- Experience creating social media content and a strong eye for design.
- Strong attention to detail.
- A creative lens to business challenges, with strong strategic and conceptual problem-solving skills.
- Strong project management and organizational skills.
- Excellent oral and written communication skills.
- The desire to work collaboratively on a close-knit team.
- Knowledge of child abuse prevention, child abuse, and trauma.

Other Requirements

- Committed to ESCOKIDOS mission and vision as an agent of change for child abuse prevention.
- Maintain a professional appearance and demeanor.
- Agree to a background check and drug testing prior to securing internship

Application

To submit your application for consideration, please include the following:

1. Resume, Certification(s) and Continued Education
2. Cover Letter
3. One Sample Work Product
4. Three professional references

Email application to Executive Director, Tatiana Rosenberg, M.A., Tati@escokidos.org. We will be reviewing applications until the position is filled.

Please Note: Due to the large volume of applications, we are only able to contact applicants who are selected for interviews. We strongly encourage regularly reviewing ESCOKIDOS' website for upcoming internships, employment and volunteer opportunities.

ESCOKIDOS

is an equal opportunity employer. Women, people of color, people with disabilities and people from other underrepresented communities are encouraged to apply. ESCOKIDOS will conduct all programs, services and activities consistent with applicable federal, state and local laws, regulations and orders. This policy is governed by Titles VI and VII of the Civil Rights Act of 1964, the Civil Rights Act of 1991, and Title IX of the Education Amendments of 1972, Section of the 504 Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, the Age Discrimination Act of 1975, the regulations implementing these statutes, and applicable federal and California law.