

**Position: Marketing Associate**

**JOB DESCRIPTION: Position Overview**

Green Card Voices (GCV) is a non-profit, mixed-media storytelling organization that tells the first-hand stories of immigrants in various forms (books, digital, live) in an effort to build context and bridges in communities. We utilize digital, print, photographic, and in-person storytelling to share personal narratives of America's immigrants, fostering tolerance and establishing a better understanding between the immigrant and nonimmigrant populations. Our dynamic, video-based platform, published books, traveling exhibits, and storytelling events are designed to empower a variety of educational institutions, community groups and individuals to acquire first-person perspective about immigrants' lives, increasing awareness and understanding of the immigrant experience in America. GCV was founded on the premise that narratives about new immigrants should be communicated in a manner true to the story of each immigrant. By acting as a counterweight to the negative rhetoric and prevailing stereotypes about the current wave of immigration, GCV seeks to build bridges and foster constructive dialogue between immigrants, non-immigrants, and advocates across the United States.

*We are looking for an energetic and self-motivated Marketing Intern to join our growing marketing department. If you're an ambitious individual who wants to build a career in social media and content marketing, then we want to work with you. Your work will include preparing promotional presentations, monitoring social platforms, and conducting market analysis. In addition to being an excellent communicator, you should have excellent multitasking and organizational abilities. The successful candidate will also have in-depth knowledge of marketing techniques and social media platforms.*

**Duration: Spring semester 2021**

**Main responsibilities:**

- Perform market analysis and research on the latest trends.
- Assist with daily administrative duties.
- Design and present new social media campaign ideas.
- Monitor all social media platforms for trending news, ideas, and feedback.
- Prepare detailed promotional presentations.
- Help with the planning and hosting of marketing events.
- Research and evaluate competitor marketing and digital content.
- Contribute to the creation of mock-ups, email campaigns, and social media content.

**Qualifications:**

- Current enrollment in an undergraduate course for Marketing, Communications or similar field.
- Familiarity with marketing computer software and social media platforms.
- Good understanding of the latest marketing trends and techniques.
- Excellent verbal and written communication skills.
- Must have a passion for marketing.
- Outstanding multitasking abilities.
- Excellent writing skills and strong work ethic, knowledge of immigration issues a plus

**COMPENSATION**

**\$300 stipend** (approx. 10-20 h/week), complimentary parking included.

Interested parties are encouraged to apply by sending a resume and cover letter to [sylvie@greencardvoices.org](mailto:sylvie@greencardvoices.org)