



About Latin American Association (LAA)

We bring the American dream to life by serving the needs of immigrants from Latin America in metro Atlanta with a full spectrum of services and programs that help families adapt to their new country and integrate into the community. We help Latinos overcome challenges so they can be all they can be. We offer Latino women, men and children the tools and resources they need -- including immigration legal services, English classes, emergency assistance and computer literacy courses in Spanish, among many others -- to achieve their fullest potential, ultimately empowering them to become self-sufficient and thrive.

Database & Email Marketing Intern

The Marketing Department at the LAA is seeking a detail-oriented and organized intern to support the management and optimization of our Constant Contact database. This internship provides hands-on experience in nonprofit marketing, data management, email communications, and audience engagement.

The intern will play a key role in improving data quality, maintaining accurate contact information, analyzing audience engagement, and supporting efforts to strengthen communication with donors, clients, volunteers, and community members.

Must be detailed oriented, tech-savvy, problem solver, and know the basics of all social media platforms. The position offers great learning opportunities regarding social media platforms, email marketing, digital marketing strategy, and general career development. Interns can be current students or recent graduates from a U.S. Institution. **High proficiency in Spanish preferred.**

- Work is completed between 8:30 AM – 5:00 PM M-F in our office located in Atlanta. Your schedule is flexible within those hours.

Key Responsibilities

- Review, organize, and clean contact records within Constant Contact.
- Identify and remove duplicate, inactive, or outdated contacts.
- Update audience lists and improves contact segmentation.
- Assist in developing and distributing surveys to gather feedback from subscribers and stakeholders.
- Analyze survey results and provide recommendations for database improvements.
- Support efforts to increase email engagement and list accuracy.
- Review current email marketing practices and identify opportunities for improvement.
- Assist with reporting on email performance metrics, including open rates, click-through rates, and subscriber growth.
- Collaborate with the Marketing and Communications team on database-related projects.
- Maintain confidentiality and accuracy when handling constituent information.

Qualifications

- Strong attention to detail and organizational skills.
- Experience with Microsoft Excel or Google Sheets.
- Interest in marketing, communications, data management, nonprofit organizations, or business administration.
- Ability to analyze information and identify trends.
- Strong written and verbal communication skills.
- Experience with email marketing platforms (Constant Contact, Mailchimp, HubSpot, etc.) is a plus but not required.

Interested students and recent graduates can send an e-mail to Maria Hineosa at mhineosa@thelaa.org with any questions and/or to express interest.