



Latin American Association

About Latin American Association

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.

Digital Marketing Intern

The Marketing Department at the Latin American Association provides marketing, communications and public relations support to all the organizations departments. This includes their events, community outreach activities, activations, and services. The goal of the marketing department is to properly tell the story of the organization by highlighting our work, services, and impact on the community.

We are currently seeking interns to help with the execution and implementation of our marketing strategy. This is an ideal position for individuals with an interest in marketing in the non-profit sector, social media strategy, community management, and project management.

The ideal candidate is a go-getter and doesn't bring problems without first thinking of solutions! Must also be detailed oriented, tech-savvy, 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.

Duties and responsibilities:

- Support the LAA's marketing team in the implementation and execution of the marketing strategy
- Assist the Marketing Coordinator with the storytelling organization by working closely with all departments
- Support the Marketing Coordinator in managing and organizing contact databases within the email marketing platform.
- Work with our agency for any graphic design requests
- Execute targeted email campaigns
- Assist with social media analytics every month
- Provide support with administrative tasks

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.