

Contact Us:
Email: info@fundacionbai.mx
Office: 999 923 4689



Avenida Yucatán
Calle 17 #665 Depto. C x 60
Fracc. Jardines de Mérida

Social Media & Marketing Internship

Fundación BAI's organizational vision is to be the catalyst for change, encouraging people to live healthy lives in which knowledge, prevention and treatment of HIV/AIDS replace fear, discrimination and prejudice. Our vision for all internship programs is to provide interns with practical, real-world professional experience in the track that best suits their interests and experience. Interns will work with Coordinators to develop and complete a unique project during their time with BAI. Cultural sensitivity, flexibility and personal initiative are essential traits for all internship tracks.

About the Internship

Social Media & Marketing Interns work to unify BAI's social presence and keep it on message with BAI's values and goals. Interns also collaborate with Coordinators to promote testing campaigns and community events on social media sites, and design and update informational brochures and other marketing materials.

Preferred Skills

- ✓ Ability to manage multiple social media platforms simultaneously
- ✓ Social media marketing
- ✓ Social media strategizing
- ✓ Creativity
- ✓ Graphic design and photography
- ✓ Strong written communications
- ✓ Event planning

Typical Tasks

- Create high-quality original written and visual content for a social media campaign
- Develop useful marketing strategies to boost BAI's presence in the community
- Collaborate with the Fundraising committee to design posters, fliers, etc. for events
- Assist staff with producing quarterly newsletters for donors
- Communicate with social media followers, including responding to queries in a timely manner
- Take photos at events; collect volunteer photos to use for promotional materials
- Using analytical tools such as Google Analytics, Hootsuite Pro, and Facebook Insights to monitor and evaluate BAI's social media presence and performance

Visit www.fundacionbai.com to submit your application! Fundación BAI accepts interns year-round.