



# Latino Community Fund Georgia Social Media & Creative Storytelling Intern

**About Us:** The Latino Community Fund (LCF Georgia), a 501(c)3 nonprofit, investing in and strengthen our Latino community—its people, organizations, and leaders—so that together, we accelerate positive change for all in Georgia.

**Position: Social Media & Creative Storytelling Intern**

**Reports To:** Communications Manager

## Job Description

The Social Media & Creative Storytelling Intern will serve as a key digital voice for LCF Georgia, focusing on high-impact visual storytelling and community engagement.

- a) Digital communications review, creation of materials in line with branding standards, research and development of bilingual content, support for campaign creation and implementation. This work will be applied to various organizational programs and efforts as needed.

## General Duties & Responsibilities

- **Video Production:** Lead the creation of **1–2 high-quality campaign Reels/TikToks weekly**, including subtitle integration, music selection, and motion graphics.
- **Content Strategy:** Conduct a comprehensive social media content audit and research weekly digital trends to keep LCF Georgia’s platforms relevant and engaging.
- **Asset Management:** Build and maintain an organized **Digital Asset Library** of photos, videos, and interview audio.
- **Design:** Develop a suite of **editable Canva templates** for recurring social media segments and educational graphics.
- **Reporting:** Assist the Communications Manager in tracking engagement metrics and scheduling the editorial calendar.

## Required Skills & Qualifications

- At least one year of college or related experience in Marketing, Communications, Digital Media, or a similar field.
- Advance proficiency in Canva, CapCut/Reel (or similar mobile video editing software), and Google Drive for asset management.
- Strong understanding of social media algorithms, specifically for Instagram Reels and TikTok.



- Excellent storytelling skills with the ability to turn interview audio/notes into engaging visual narratives.
- Reliability and a high level of attention to detail.
- Commitment to LCF Georgia's mission, social justice, and Latinx communities.
- **Bilingual (English/Spanish) is required**, as content will be produced for a diverse audience.

## Specific Assignments:

### **COMMUNICATIONS (REMOTE)**

#### **a) Content Creation & Curation**

- The "bread and butter" of the role. The intern should focus on maintaining a consistent brand voice across platforms.
- Social Media Drafting: Writing captions and selecting visuals for platforms like Instagram, LinkedIn, and X (Twitter).
- Multimedia Support: Using tools like Canva to create branded graphics and short-form video (Reels/TikToks).
- Create 1–2 strong campaign reels weekly with subtitles, motion graphics, and narrated slideshows.
- Asset Management: Organizing the digital library (photos, logos, and b-roll) to ensure the team can find what they need quickly, and create Canva templates for recurring content.

#### **b) Analytics & Reporting**

- Help them understand that digital comms isn't just about "posting," but about performance. Weekly Audits: Tracking key metrics (engagement rate, reach, follower growth) and compiling them into a simple dashboard.
- Competitor Tracking: Monitoring "peer" organizations to see what's trending in our industry. Trend Spotting: Identifying viral formats or platform updates (e.g., a new Instagram algorithm shift) that the manager should know about.

#### **c) Community Engagement**

- Social Listening: Monitoring mentions, tags, and relevant hashtags to gauge public sentiment. First-Line Response: Drafting replies to common questions or comments (to be approved by the Manager).
- Outreach: Identifying potential influencers or community partners for future collaboration.

---

## Location, Duration & Compensation

**Location:** Hybrid

**Duration:** 8 Weeks (Projected June 1 – July 24).

**Compensation:** This is a paid, at-will position at a rate of **\$17/hour** for up to 20 hours per week.



Note: Latino Community Fund of Georgia is an Equal Opportunity Employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

**INTERESTED?**

Submit a cover letter and resume to [daniela@LCFGeorgia.org](mailto:daniela@LCFGeorgia.org) with the title "Social Media Summer Internship."