



Social Media & Graphic Design Intern

About Us

The mission of The Center – Pride Center San Antonio is to serve the lesbian, gay, bisexual, transgender, and HIV communities by connecting them and their families to community resources and organizations related to health, wellness, support, education, activities, and advocacy.

Environment & Culture

There's a lot of laughter in the office, and yet we take our work very seriously. We are informal but work with a high degree of professionalism. We work hard, care a lot about details, and work both independently and as part of a team. If these seem like impossible contradictions, then you might not like us. If this makes sense, we might be the right place for you.

The Social Media & Graphic Design Intern plays a key role in our external communications. We are looking for an enthusiastic, committed individual who is excited to join a hard-working, mission-driven team.

This job is perfect for someone who is highly organized and who enjoys behind-the-scenes work in support of a great cause. It offers the opportunity to become deeply engaged with fundamental processes of public relations, social media, and content creation. It is an excellent career-enhancing opportunity for someone who is interested in beginning a career in communications.

The Social Media & Graphics Design Intern is responsible for developing social media strategies, helping various departments complete public communication tasks, responsible for taking pictures for social media platforms, and maintaining social accounts on our various platforms.

The Social Media & Graphics Design Intern also assists in the management of social media analytics software including Facebook Insights, Google Analytics, and Twitter Analytics to track audience engagement and campaign performance.



This is a challenging position. You will have to juggle many different tasks and will develop a wide range of skills. This person will be in a position of significant responsibility. It will be an outstanding learning opportunity, and a chance to make an enormous impact on the San Antonio LGBTQ+ Community by raising funds to support the work of Pride Center San Antonio.

Responsibilities

Social Media: Using social media marketing tools to create and maintain the company's brand.

Online Communications: Interacting with commenters and other stakeholders via the company's social media accounts.

Graphic Creation: Create graphics, flyers, and digital ad campaigns.

Analytics: Analyzing the company's digital marketing plan and social media strategy identifying strategic weaknesses and making recommendations for improvements.

Research: Researching social media trends and informing management of changes that are relevant to Pride Center's marketing activities.

Performance Indicator Creation: Setting targets for a certain number of shares or likes and measuring a campaign's performance against these benchmarks.

General: Assist in general office management tasks.

Outreach: Represent Pride Center San Antonio at various community events.

Collaboration: Working with professionals through Catch a Fire to execute various tasks and objectives.

Qualifications

Required

Exceptional writing and excellent oral communication skills.

Background in communications, journalism or digital media.



Highly organized, thorough, and detail-oriented.

Ability to multi-task and manage several projects at once.

Solid professional computer experience with internet tools.

Strongly Preferred

Experience or certificate in digital media, search engine optimization, or a related field.

Professional and/or personal experience with the LGBTQ+ Community.

Desktop publishing experience, especially with Canva, InDesign, Photoshop, and/or Illustrator.

Working knowledge of the major content management systems and social media analytics.

Experience in running targeted ads on social media sites.

Are you a good fit?

We have a very specific philosophy of how we do our work and require people to be a good fit, so please read this section carefully. We need people who are hard-working and consistent.

Listening skills and the ability to think critically and sensitively are extremely important. We are looking for open-minded people who are comfortable giving and receiving feedback. Having a strong sense of one's personal strengths and weaknesses as well as high standards of professionalism are required. The right person should have a high degree of initiative, and the ability to work productively in a sometimes-chaotic environment. We value individuals who are excited to contribute concrete ideas to improve organizational systems.

Additional Information

Starting date: February 2022

Compensation: Stipend

Job hours: This is a part-time internship. Anticipated hours are up to fifteen (15) hours per week, Monday through Friday, from February through June & July through November, with the possibility to extend. The position will require additional hours when needed. Some afternoon meetings may be required.



Pride Center San Antonio values the leadership of Black, Indigenous, people of color and LGBTQ+ individuals, and strongly encourages people of all traditionally underrepresented identities to apply. No applicant will be discriminated against because of race, color, sex, sexual orientation, gender identity or expression, age, religion, national origin, disability, ancestry, marital status, veteran status, medical condition or any protected category prohibited by local, state or federal laws. The Center is committed to the full inclusion of all qualified individuals. As part of this commitment, The Center will ensure that persons with disabilities are provided reasonable accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact us at hiring@pridecentersa.org.

Application Process

Please submit the following to hiring@pridecentersa.org

- Cover letter: All candidates are strongly encouraged to develop a cover letter that describes how their qualifications, experiences and past successes intersect with The Center's goals for this position.
- Resume/CV

Emails should have the subject line "Social Media Intern" and all attachments must be received; incomplete applications will not be considered. Due to the anticipated volume of applications only principal, qualified candidates will receive a response. All questions should be sent by email; no phone calls to The Center directly.