



PIVOT, a project of Tides Advocacy

Job Title: Communications Intern

Organization: PIVOT, The Progressive Vietnamese American Organization

Location: Remote; based in the US

Hours: Up to 10 hours per week

Salary: \$20 / hour

Duration: March - November 2024

Overview:

The Progressive Vietnamese American Organization (PIVOT) is seeking dynamic interns to support our marketing and communications endeavors. This role is crucial in amplifying our voice and engaging our community through innovative platforms and strategies.

Responsibilities:

- **Marketing and Communications Strategy:** Play an integral role in crafting and executing a robust marketing and communications strategy to elevate PIVOT's visibility and influence. Work collaboratively to identify key audiences and tailor messages that resonate across various channels.
- **Social Media Management:** Actively manage and expand PIVOT's social media footprint on platforms like Facebook, Twitter, Instagram, TikTok, and LinkedIn. Schedule engaging posts, interact with followers, and analyze performance data to refine our approach.
- **Website Management:** Regularly update and maintain PIVOT's website with fresh news, upcoming events, and current advocacy campaigns, ensuring that content is compelling, timely, and SEO-friendly.
- **Graphic Design:** Design eye-catching graphics and materials for both digital and print distribution, including social media images, brochures, event flyers. Collaborate with our team to maintain brand consistency and message clarity.

- Content Creation: Craft and edit a variety of content such as press releases, blog posts, newsletters, and email marketing campaigns. Share the impactful stories of our community and our advocacy efforts in a way that engages and inspires action.
- Event Promotion: Assist in the planning and marketing of community events and advocacy campaigns, leveraging both digital and traditional marketing techniques to maximize attendance and engagement.
- Communications Calendar Management: Contribute to PIVOT's communications calendar, coordinating content creation, publication, and marketing activities across all platforms. Ensure timely execution and alignment with our overall advocacy goals and events. This role requires meticulous planning, organization, and the ability to anticipate needs and adjust strategies accordingly.

#### Qualifications:

- Enrollment in or recent graduation from a program in marketing, communications, graphic design, political science, public policy, or a related field.
- Excellent written, verbal, and interpersonal communication skills.
- Experience in social media management and digital content creation.
- Proficiency in graphic design (Canva, Adobe Suite) and content management systems (WordPress, Squarespace, etc).
- Creative, independent, and collaborative working style.
- Strong organizational skills with the ability to juggle multiple projects and deadlines.

#### Benefits:

- Direct experience in political advocacy with a focus on marketing and communications within a leading Vietnamese American organization.
- Opportunity to develop professional skills in a supportive, mission-driven environment.
- Engagement with significant projects impacting the Vietnamese American community.
- Networking opportunities with community leaders, partner organizations, and professionals in advocacy and political communication.
- Flexible scheduling and flexibility for remote work to accommodate academic and personal commitments.

#### How to Apply:

Apply to this internship via this form: <https://forms.gle/DrZnUKPXUeni6GwW7>.

Applications are accepted on a rolling basis , but early submission is encouraged as positions may be filled prior to the deadline.

PIVOT is an equal opportunity employer committed to diversity and inclusion. We welcome applications from all qualified individuals, especially those from underrepresented and minority communities.