



INTERNSHIP OPPORTUNITY: Marketing/Development Associate

Summary

Centro Hispano of Dane County is a grassroots agency with a 34-year history of strong programs and services for the Latinx of Dane County. Located on Madison's Southside, Centro has a mission of *Empowering Youth, Strengthening Families, Engaging the Community*.

The Marketing/Development Associate builds awareness, raises funds, and communicates impact. S/he ensures the best in donor communications, data management, direct mail appeals, print and online newsletters, web and social media updates, planning/follow-through for events, and overall strengthening of the Centro's relationships with donors and partners. This position offers the opportunity to gain significant experience in nonprofit communications and fundraising in partnership with a small team of experienced, committed, mission-driven individuals. This part-time position reports to the Director of Development.

HOURS: 15-20 per week (flexible schedule), with some evening and weekend hours

Key responsibilities

MARKETING & COMMUNICATIONS

- Develop and publish content for website, electronic newsletter, and social media
- Serve as Centro's primary photographer/videographer and curator of photographs/videos
- Produce marketing materials such as fliers, posters, calendars, and other publicity materials

FUND DEVELOPMENT

- Engage in all aspects of fundraising and fund development
- Process and acknowledge donations: log checks, prepare deposits, generate tax receipts, coordinate thanks from staff, board members, volunteers, and program participants
- Maintain CRM (constituent relations management) database: enter data accurately and on time, review/correct the work of others, and produce reports
- Assist with organization and implementation donor engagement and fundraising efforts, including a direct mail and online giving campaign each year, in-person events, plus online and social media strategies

EVENTS

- Assist in planning and execution of annual fundraising events including the Annual Celebration Gala; and support occasional breakfasts, house parties, and other special events
- Oversee creative production and distribution of event materials and communications/publicity
- Maintain guest lists, gather and prepare registration materials, and perform other duties as assigned

Participate fully in the shared work of Centro, community events, staff meetings/trainings, and other duties as assigned

Required education and experience

- Spanish – Proficient level
- Excellent writing skills and competent layout/design skills
- High level of proficiency with Microsoft Office and Excel
- Experience working well independently, collaborating, and taking direction
- Proven ability or interest in developing communications for culturally diverse populations

- Demonstrated ability to learn quickly, create effective systems/processes, juggle multiple tasks, and adhere to deadlines in a lively, fast-paced work environment

Preferred knowledge and skills

- Experience in digital and print communications preferred
- Proficiency with social media platforms, MailChimp or similar email platform, Weebly, basic image editing and Canva or similar tools, and donor database management (DonorSNAP preferred) a plus
- Experience with fund development preferred

To apply

Please send your resume, cover letter and one writing or marketing sample to Nina Gehan, Director of Development, nina@micentro.org

Centro Hispano of Dane County is an AA/EOE Employer.