

US Marketing & Communications Aide

Friendship Bridge – Lakewood, CO



Friendship Bridge is a 501(c)(3) nonprofit social enterprise with a mission to create opportunities that empower Guatemalan women to build a better life. Established in 1990 and headquartered in Lakewood, CO, Friendship Bridge operates 12 branch offices in Guatemala and provides a suite of products and services including microcredit, Non-Formal Education, and access to culturally-appropriate healthcare. Clients are 100% women, primarily indigenous Maya, and live in rural communities with some of the highest poverty levels worldwide. Annually, Friendship Bridge supports nearly 35,000 women and through our programming, we are changing how clients see, respond to, and overcome the protracted issues of poverty for themselves, their families, and their communities.

POSITION SUMMARY

The US Marketing & Communications Aide is a paid internship position supporting the overall efforts of Friendship Bridge’s marketing and communications strategies. Working closely with the US Marketing & Communications Manager and Content & Press Associate, this temporary position will support a variety of initiatives, including digital asset management, SEO optimization, creation of visual assets, and general marketing and event support. This is a contracted, temporary (6–8 month) position, intended to support project needs for a fixed term.

This role is designed to be flexible, allowing for a wide range of responsibilities that can adapt to the evolving needs of the organization; while specific projects related to digital assets and marketing tools are highlighted, the intern will also engage in broader marketing, communications, campaign, and event-related tasks. This internship position offers a broad learning experience and the chance to contribute significantly to the empowerment of women and communities in Guatemala.

- This is primarily an in-person position located in Lakewood, CO, requiring a commitment of 20 hours per week, with some hybrid flexibility to accommodate the intern’s schedule.
- An intern in this position can expect an hourly rate of \$16.00.
- This position is eligible to be adapted as part of university internship requirements, including for credit hours.

JOB DESCRIPTION

KEY RESPONSIBILITIES

- Assist in implementation and organization of Digital Asset Management system and support ongoing digital organization efforts.
- Support digital marketing strategies by applying SEO best practices throughout our website, such as optimizing web pages for improved search visibility and utilizing Google Analytics data to drive enhanced online engagement.
- Collaborate on the design and creation of eblasts and social media content, aligning with Friendship Bridge's brand guidelines.
- Participate in the development and execution of marketing and communication campaigns, providing creative input and logistical support.
- Offer assistance in the planning and execution of organizational events, including material preparation and digital promotion efforts.
- Support efforts in exploring and developing a long-term marketing strategy for cryptocurrency giving along with strategy execution.
- Compile reports and assist in conducting analysis of marketing data to evaluate the effectiveness of eblasts, ads, YouTube videos, and other marketing efforts
- Provide graphic design support for minor projects, ensuring visual content aligns with organizational branding and communication goals.
- Assist with the creation and management of social media advertising campaigns, focusing on crafting engaging content and monitoring performance to increase brand visibility and engagement across platforms.
- Assist in developing donor satisfaction surveys to gather feedback on events and campaigns, helping to improve future initiatives and strengthen donor engagement.
- Assist with miscellaneous ad-hoc projects to support the marketing and communications team's initiatives.

DESIRED SKILLS AND EXPERIENCE

- Enrollment in, or recent graduation from, a degree program related to Marketing, Communications, Graphic Design, or a similar field. -OR- Minimum 2–3 years of marketing, communications, and design experience.
- A foundational understanding of SEO, Google Analytics, and general digital marketing practices.
- Basic to intermediate graphic design skills, with experience in using design software such as Adobe Creative Suite.

- Excellent verbal and written communication skills, aligned with the goal of writing convincing appeals to attract supporters.
- Strong organizational abilities and high level of attention to detail, capable of managing multiple tasks and deadlines.
- Creative thinker with a proactive problem-solving approach and willingness to take on a variety of tasks.
- Ability to work effectively in a collaborative, cross-cultural team environment.
- Spanish language proficiency is a plus, but not required.
- Willingness to occasionally work irregular hours, such as evenings and weekends, to support after-hours events is a plus, but not required.
- Values fit with someone who has a true service orientation and passion for women's empowerment, poverty alleviation, indigenous women's development, and/or community development.

PERKS OF WORKING AT FRIENDSHIP BRIDGE

Friendship Bridge provides for equality of opportunity without regard to race, color, age, religion, sex, national origin, or disability.

- Combination remote and in-office schedule, after training period
- Weekly in-person Spanish class in Lakewood, CO office
- Dog-friendly work atmosphere
- Business casual dress code
- Employee discount on <https://www.handmadebyfriendshipbridge.org/>

Send cover letter, resume and salary requirements to hr@friendshipbridge.org. No calls, please.