



#### Position Title: Social Media Intern

Position Title: Social Media Intern	Reports to: Communications Director
Job Category: Administrative	FLSA: Non-Exempt (Unpaid Internship)
FTE: Part-time (15/week)	Current Date: 2/13/26

#### HPGM OVERVIEW

Founded in 2001, HPGM exists to build community and advance Hispanics in Wisconsin by serving as a catalyst for professional and educational achievement. We work to retain and enhance a thriving and growing pool of talented Latino leaders who contribute to positive change in Milwaukee. HPGM is also the solution for organizations seeking to remain competitive by unlocking the potential of Latino talent. HPGM works to increase economic opportunities, remove barriers to higher education, and increase representation for Latinos in Wisconsin.

Hear from HPGM President about her [vision for the future of HPGM](#).

#### OUR MISSION

Increasing economic prosperity and growing Latino influence for a stronger Wisconsin.

#### OUR VISION

A Wisconsin where economic and social advancement is a reality for all Latinos, and we reach our highest potential for ourselves, our families, and our communities.

#### **Job summary:**

The Social Media Intern will play a key role in supporting HPGM's communications strategy by creating compelling visuals, managing social media content, and assisting with digital campaigns. The Social Media Intern will have the opportunity to flex their creativity, graphic design skills and organization to strengthen HPGM's digital presence, storytelling, brand and value proposition to its network of more than 6,000 professionals. The intern will gain professional experience in a variety of communications and marketing projects, grow their confidence and leadership skills, and expand their professional network.

#### **Key Accountabilities:**

##### *Graphic Design:*

- Design digital assets for social media and event promotions
- Adapt and resize existing graphics for different platforms
- Create templates for recurring communications (donor spotlights, event promotions)
- Assist with storyboarding and visual planning for campaigns

##### *Social Media & Content Creation:*

- Draft and schedule posts (Instagram, Facebook, LinkedIn)
- Create engaging reels, stories, and short-form videos
- Provide live coverage at HPGM events (photography, video, posting)
- Track performance and suggest improvements

##### *Collaboration & Content Planning:*

- Take notes during meetings to capture content ideas and action items
- Contribute to content calendars and campaign planning with the Communications Director
- Collaborate with staff and members to capture stories, testimonials, and visuals
- Archive and organize digital assets (photos, videos, design files)



**Education and Skill Requirements:** Education and experience preferences based on job-related requirements and consistent with business necessities, including:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

- Strong written and verbal communication skills; bilingual in Spanish strongly preferred
- Availability of 15 hours/week
- A full-year internship is preferred with an option to renew annually and stay through graduation
- This internship requires in-person availability on Mondays and Thursdays for meetings and collaborative work at the HPGM office.

**Experience:**

- Minimally a sophomore or second year status preferred; graduate students welcome
- Currently enrolled in a college/university program  
(Communications, Marketing, Graphic Design, Digital Media, or related field preferred)
- One year certificate from college or technical school; or three-to-six-month related experience and/or training; or equivalent combination of education and experience.

**Computer Skills:**

- To perform the job successfully, an individual should have knowledge of Microsoft office software including Word, Excel, PowerPoint, Outlook, and Internet Explorer.
- Willingness to learn and receive training in Canva and social media platforms (Instagram, LinkedIn, Facebook).

Physical Requirements:	Percentage of Work Time Spent on Activity			
	0-24%	25-49%	50-74%	75-100%
Seeing: Must be able to read computer screens and various reports. Specific vision abilities required by this job include close vision such as to read handwritten or typed material, and ability to adjust focus.				<b>100%</b>
Hearing: Must be able to hear well enough to communicate with students, employees, and others.				<b>100%</b>
Standing/walking/sitting				<b>100%</b>
Climbing/Stooping/kneeling/ balancing.	<b>5%</b>			
Lifting/pulling/pushing up to 5-25 lbs. (i.e. boxes of books and mobile computer carts, etc.)		<b>30%</b>		
Manual dexterity to operate computer and office equipment.				<b>90%</b>
Bending at the neck and waist.		<b>30%</b>		
Communication: Ability to talk, hear, and express and understand ideas and thoughts. Able to meet multiple demands from several people and interact with public and staff.				<b>100%</b>

This job description is subject to change at any time and may require other duties as assigned.



Ability to travel independently within Wisconsin is necessary for programming/events, donors and partner meetings.

**Working Conditions:** Good working conditions in an office environment. Work will be performed in a hybrid format. The ability to travel independently within Wisconsin is necessary.

**Drug Free Workplace:**

The employee shall remain free of any alcohol or non-prescribed controlled substance in the workplace throughout his/her employment at HPGM pursuant to the Substance Abuse/Drug Free Workplace policy.

**Disclaimer:**

*The information contained in this job description is for compliance with the Americans with Disabilities Act (ADA) and is not an exhaustive list of the duties performed for this position. Additional duties are performed by the individuals currently holding the position and additional rules may be assigned.*

HPGM is an inclusive employer consistent with applicable federal, state, and local laws.

**Internship Statement:**

This is an unpaid internship intended to provide meaningful educational experience aligned with the intern's academic program. Academic credit may be available depending on the intern's institution.

**To apply, submit the following through email ([rosa.avinazuniga@hpgm.org](mailto:rosa.avinazuniga@hpgm.org)) to Rosa Aviña Zuñiga, Communications Director, no later than March 15<sup>th</sup>, 2026.**

- Resume
- Cover Letter
- Writing, graphic design samples, and/or social media portfolio links