Position Title: Social Media Internship

Position Title: Social Media Intern	Reports to: Communications Director
Job Category: Administrative	FLSA: Non-Exempt (Unpaid Internship)
FTE: Part-time (15/week)	Current Date: 11/02/26

ASCÉNTO OVERVIEW

Founded in 2001 as Hispanic Professionals of Greater Milwaukee (HPGM), Ascénto has spent 25 years connecting Latino students, professionals, and leaders with opportunities for educational and professional advancement.

Today, Ascénto serves more than 6,300 individuals annually and collaborates with more than 100 partners across Wisconsin. Through scholarships, professional development, mentorship, and meaningful connections, Ascénto works to increase economic opportunities, remove barriers to higher education, and strengthen Latino representation and influence throughout Wisconsin.

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 support Ascénto's communications strategy by creating engaging digital content, designing graphics, producing short-form videos, and assisting with social media campaigns. This hands-on internship offers opportunities to develop skills in digital storytelling, content creation, and brand development while helping share the stories, programs, and impact of Ascénto's growing comunidad.

The ideal candidate is creative, organized, and passionate about social media and storytelling. They bring fresh ideas, stay informed about digital trends, and are eager to gain real-world experience in nonprofit communications.

The intern will work directly with the Communications Director, receiving regular mentorship, constructive feedback, and opportunities to contribute to meaningful projects while building a professional portfolio.

Learning Outcomes

Through this internship, the intern will:

- Gain hands-on experience in nonprofit communications, social media strategy, and digital marketing.
- Develop a professional portfolio featuring graphic design, short-form videos, social media content, and digital campaigns.
- Receive direct mentorship, guidance, and constructive feedback from the Communications Director.
- Learn content planning, brand storytelling, audience engagement, and social media performance analysis.
- Strengthen professional skills in collaboration, creative problem-solving, project management, and communication.
- Gain exposure to a network of Latino professionals, community leaders, and organizations throughout Wisconsin.

Key Accountabilities:

Graphic Design:

- Design engaging digital graphics for social media, event promotions, and organizational campaigns.
- Adapt and resize existing graphics for Instagram, Facebook, LinkedIn, and other digital platforms.
- Create and update templates for recurring content, including member spotlights, event promotions, and program highlights.
- Assist with storyboarding and visual planning for social media campaigns and short-form videos.
- Apply Ascénto's brand guidelines to ensure consistency across digital communications.

Social Media & Content Creation:

- Draft, create, and schedule engaging social media content for Instagram, Facebook, and LinkedIn.
- Produce creative Reels, Stories, and short-form videos that highlight Ascénto's programs, events, members, and community impact.
- Assist with photography, video recording, and real-time social media coverage at Ascénto events and programs.
- Develop engaging captions and storytelling content that reflect Ascénto's brand voice and connect with diverse audiences.
- Research emerging social media trends, creative formats, and engagement strategies to contribute fresh content ideas.
- Monitor social media performance, track engagement metrics, and recommend opportunities to improve content.

Collaboration & Content Planning:

- Collaborate with the Communications Director to develop monthly social media content calendars and support campaign planning.
- Participate in team meetings and brainstorming sessions to contribute creative ideas and identify storytelling opportunities.
- Work with staff, members, and community partners to capture stories, testimonials, photos, and videos.
- Assist with planning and coordinating content for Ascénto's events, programs, and organizational initiatives.
- Organize and maintain digital assets, including photography, video footage, graphics, and design files.
- Manage assigned creative projects, track progress, and communicate updates to ensure deadlines are met.

Education and Skill Requirements:

To be successful in this role, candidates should demonstrate the following skills and qualifications:

- Strong written and verbal communication skills; bilingual proficiency in English and Spanish strongly preferred.
- Creativity and an interest in social media, digital storytelling, graphic design, and content creation.
- Strong organizational skills, attention to detail, and the ability to manage multiple assignments and meet deadlines.
- Familiarity with social media trends and an understanding of how content differs across Instagram, Facebook, and LinkedIn.
- Ability to work independently and collaboratively in a team environment.
- Willingness to learn new skills, receive constructive feedback, and contribute creative ideas.
- Availability to work approximately 15 hours per week, including scheduled in-person collaboration and occasional event coverage.

Experience:

- Currently enrolled in a college, university, technical school, or professional certification program, preferably in Communications, Marketing, Journalism, Graphic Design, Digital Media, or a related field.
- Students pursuing technical certifications, associate degrees, bachelor's degrees, or graduate degrees are encouraged to apply.
- Previous professional experience is not required. Relevant coursework, technical training, student organization involvement, or personal creative projects will be considered.
- Experience creating social media content, graphics, photography, or short-form videos through academic, extracurricular, or personal projects is a plus.
- Interest in nonprofit communications, Latino communities, and community engagement is preferred.

Computer Skills:

- Familiarity with Microsoft 365 applications, including Word, PowerPoint, Outlook, and Teams.
- Working knowledge of Canva or similar graphic design software for creating digital content.
- Familiarity with Instagram, Facebook, and LinkedIn, including content creation and platform features.
- Experience with CapCut, Adobe Premiere Pro, or similar video editing software is preferred.
- Basic understanding of photography, video editing, and digital content production is a plus.
- Willingness to learn new software, social media scheduling tools, and digital marketing platforms as needed.

Working Conditions: This internship will be performed in a hybrid work environment, combining remote work with scheduled in-person collaboration at Ascénto's Milwaukee office.

- The intern is expected to work approximately 15 hours per week, with a schedule coordinated with the Communications Director to accommodate academic commitments and organizational needs.
- In-person availability on Mondays is preferred for team meetings and collaborative work. Occasional evening or additional in-person availability may be requested for event coverage, photography, and content creation, with advance notice.
- Local travel within the Milwaukee area may be required for events and programming. Scheduling and transportation needs will be discussed with the selected intern.

Drug Free Workplace:
The intern is expected to remain free of alcohol and non-prescribed controlled substances in the workplace and comply with Ascénto's Substance Abuse/Drug-Free Workplace policy throughout the internship.

Disclaimer:
The information contained in this job description is intended to describe the general responsibilities, qualifications, and expectations of the position and is not an exhaustive list of duties. Additional responsibilities may be assigned as appropriate to the intern's educational objectives and professional development.

Ascénto is committed to providing an inclusive environment consistent with applicable federal, state, and local laws. Reasonable accommodations may be provided to qualified individuals with disabilities.

Internship Statement:
This is an unpaid internship designed to provide a meaningful educational experience aligned with the intern's academic program, professional interests, and career development goals.

Academic credit may be available depending on the requirements of the intern's college, university, technical school, or certification program. Ascénto is happy to work with the selected intern and their educational institution to coordinate learning objectives, required documentation, evaluations, and other requirements necessary to pursue academic credit.

Throughout the internship, the intern will receive direct supervision, mentorship, and opportunities to develop practical skills in social media management, digital marketing, and nonprofit communications.

This internship does not guarantee future employment with Ascénto.

How to Apply:
Interested candidates should submit the following materials via email to info@ascentowi.org no later than November 30, 2026.

- Resume
- Brief cover letter explaining your interest in the internship
- Writing samples, graphic design examples, short-form videos, and/or social media portfolio links

Applicants are welcome to submit work created through coursework, technical training, student organizations, or personal projects. Previous professional experience is not required.

Email Subject: Spring 2027 Social Media Internship Application

Anticipated Start Date: Spring 2027 semester, based on the selected student's academic calendar.