

# CENTRO DE INTERCAMBIO Y SOLIDARIDAD (CIS)

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**Position:** Marketing Intern for Language Schools

**Number of Placements:** 1

**Placement Site:** San Salvador, El Salvador

**Website:** <http://www.cis-elsalvador.org/>

## **Field/Subject Area:**

Open to all York students who meet the eligibility criteria

## **Position Description:**

The Marketing intern for the CIS Language schools will work principally with the Language School Coordinator to create a marketing plan to be executed throughout the year in order to increase Spanish students enrolled in the school, the number of organized groups visiting CIS and the number of volunteers in the English School. The work will involve creating profiles of different groups or individuals which can be targeted in marketing using social media, websites and developing materials to be used when approaching universities or organizations in person.

## **Specific tasks will include:**

- Learning our model and the context of El Salvador: Understanding the Spanish School experience including the classes, homestays, political cultural program and teaching methods.
- Creating profiles of people who have visited the school in order to better understand our target markets and effectively market to them.
- Promotional materials: Creating or suggesting material for blogs, Facebook, website etc. Reviewing current written promotional material and creating new brochures or flyers where needed.
- Outreaching and following up to possible clients (universities, social organizations, youth travel groups and churches). Creating templates for how to create first contact with new organizations.
- Developing a comprehensive marketing plan for the following year.

- Investigating opportunities in which contact can be made in person by CIS representatives in other countries (USA, Canada, etc) at events such as university open houses. Developing corresponding marketing materials.

**Complete all tasks assigned, which includes but is not limited to the responsibilities outlined above.**

**Expected work hours:** 8 hours per day, 5 days a week (This is negotiable based on whether or not the intern is enrolled in Spanish classes.)

**Preferred starting date:** June 1; it is strongly preferred that all CIS Interns begin work on the same date.

### **Qualifications/skills required:**

- Experience or knowledge in the area of marketing is key.
- Solid writing skills in English to develop promotional materials
- Spanish skills are not a must, but could be helpful to improve communication. Spanish classes are available at a discounted rate and can count towards your required hours.
- Knowledge of Microsoft Office and basic computer applications. Familiarity with Adobe Photoshop, Microsoft Publisher, basic HTML a plus.
- Knowledge of international markets, social movements, international travel and education techniques are a plus.

### **Language requirements:**

Fluent English, beginner Spanish an asset.

### **Highlights of Organization/background information:**

The struggle of the Salvadoran people for democracy and peace with justice has created strong solidarity on an international level. In order to strengthen people-to-people solidarity ties and contribute to the construction of a new El Salvador, organizations from the Salvadoran social movement and international organizations that have supported the process of peace with social justice, came together to create the Centro de Intercambio y Solidaridad (Center for Exchange and Solidarity).

The CIS is a multi-faceted organization, with many programs supporting education, organizing, and social justice. We are looking for people committed to solidarity and social justice to participate in our programs.