



**Marketing & Communications Internship Program**  
*Asian Americans for Community Involvement (AACI)*

**AGENCY OVERVIEW**

Over forty years ago, twelve determined citizens in Santa Clara County gathered to voice discontent and to share common concerns. Together, they founded AACI in 1973. Built on the idea of fighting for people who didn't have a voice and advocating for basic rights in our community, AACI has evolved with the diverse communities it serves. Today, AACI continues to provide health and wellness services with a focus on culturally competent care and well-being. Our array of programs is designed to address the overall well-being of the individual and advance of our belief in providing care that goes beyond just health.

**INTERNSHIP RESPONSIBILITIES & LEARNING OBJECTIVES**

Intern is supervised by the Director of Advocacy and Development and the Marketing & Communication Lead. Intern will have an opportunity to gain experience and develop a portfolio while working on marketing and communications projects at AACI.

Intern will set collaborative learning goals with their supervisor. The internship will also include opportunities to shadow professionals in the workplace and conduct informational interviews.

Internship responsibilities can include, but are not limited to:

- Develop a comprehensive social media strategy
- Manage the organization's social media accounts; support content and design creation for all agency social media accounts
- Assist with social media campaigns and with capturing and analyzing social media metrics
- Artwork creation: brochures, adverts, flyers, business cards and other marketing collateral and preparing artwork for print or web use
- Assist the Marketing team with the quarterly AACI printed newsletter, which include conducting interviews of clients/staff/volunteers, writing articles, editing copy, designing graphics
- Update email mailing list using Constant Contact
- Draft press releases as needed
- Create content and update AACI's website as needed
- Support other programs with printing collaterals and preparing outreach kits
- Other duties as assigned

### Expectations of Interns:

- Time commitment of 10 to 20 hours per week during AACI regular hours (Monday through Friday, 8:30 pm – 5:30 pm)
- Experience/interest in marketing, communication, graphic design, or non-profits
- Familiarity with social networking sites desired
- Proficient in Microsoft Suite Office and Adobe Suite
- Organized, with an ability to prioritize time-sensitive assignments
- Positive attitude and an ability to work as a team with other staff members
- Willingness to be flexible, take initiative, and work on a variety of tasks
- Fulfill duties, time commitments and schedule
- Ability to work in a fast-paced, but friendly environment
- Professionalism in working with other staff and members of the community
- Dress code (business casual)

### **INTERNSHIP BENEFITS**

The internship is unpaid. An internship at AACI provides individuals with an opportunity to gain exposure to the health and human service and advocacy field within the world of nonprofit organizations. Interns are given significant and meaningful responsibilities at the organization and some of the benefits include opportunities to:

- Enhanced marketing communications skills and experience.
- Mentoring and shadowing
- School credit for internship (depends on school/university requirements).
- Experience in a professional work environment and opportunities to participate in staff events and activities
- Learn about nonprofits and make a difference in serving the community
- Develop a portfolio of work

### **INTERNSHIP HOURS & LOCATION**

The Marketing & Communications internship is semester-based and can be flexible based on an individual's schedule and academic calendar. AACI's office is located at 2400 Moorpark Avenue, Suite 300, San Jose, CA 95128. Interns may also be accepted throughout the year on a case-to-case basis.

Spring internships run January through early May (Deadline to apply is November 15th)  
Summer internships run May through mid-August (Deadline to apply is March 15th)  
Fall internships run late August through December (Deadline to apply is July 15th)

For more information, please email Nam Le at [nam.le@aac.org](mailto:nam.le@aac.org) or call (408) 975-2730 ext. 306.