



MEXICAN INSTITUTE OF FAMILY AND POPULATION RESEARCH (IMIFAP)

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Marketing & Strategy Intern

About Us:

IMIFAP is an NGO based in Mexico City that develops and implements health and life-skills programs to improve the lives of those living in poverty. In the past 25 years, we've reach more than 19 million people in all of Latin America. Our areas of focus include: HIV/AIDS and development; sexuality and reproductive health; gender, health, violence and rights; and microenterprise. Our programs contribute to sustainable human development and allow individuals to take control of their own health, productivity, and lives.

Internship Overview:

Through this unique experience—an excellent opportunity to apply your business strategy skills to the nonprofit sector—you will develop innovative solutions to help an established international NGO solve its marketing challenges and achieve real results. IMIFAP is looking to expand its financial base and needs creative thinkers to help us reach our goals.

Intern Profile and Qualifications:

We are looking for interns with a keen marketing sense who are also interested in international development. Advanced proficiency in Spanish is required, as is being web-savvy. Internet design experience is a plus. We prefer recent graduates, though qualified undergraduates with practical experience may also apply.

Dates: We require a minimum commitment of 2.5 months, and also have annual openings for year-long positions. Specific dates TBD by intern and IMIFAP.

Logistics: 35 hours per week in a fast-paced office environment. We encourage interns to take the initiative in leading new projects, and as such we provide them with the latitude and responsibility to do so.

Responsibilities:

Interns may work in a variety of fields including fundraising, public relations, and program/institutional marketing. Possible tasks may include some of the following:

- Conceiving and implementing communications and marketing strategies
- Development of newsletters and other publications
- Analyzing the donor market to identify potential sources of funding
- Optimization of internet-based social networking
- Development of program materials
- Updating website with fresh and interesting content
- Outreach to national and international donors

Pay: This internship may be paid or unpaid depending on the qualifications of the applicant. Pay may also be results-based.

Contact Information:

If interested, please send your resume, a brief cover letter and two writing samples (one in English and one in Spanish) to imifap@imifap.org.mx.

For more information about IMIFAP, please visit our website: www.imifap.org.mx