



## **La Asociación Sostenible para el Desarrollo Integral y Turístico de Loma Linda (ASODILL)**

### **Internship: Marketing and Communications Coordinator**

*EntreMundos is a non-profit organization working with local projects and organizations in Guatemala to increase its institutional capacities.*

*The Internship Program is designed to match qualified individuals with organizations that need specific support, ensuring that both parties can benefit to the fullest from this experience.*

#### **Host Organization Description:**

The Sustainable Association for the Integral and Tourist Development of Loma Linda (ASODILL), was founded in 2,008, is a non-profit organization that promotes the formation, training and education of its members and the community in general. Work community tourism taking advantage of local natural resources without degrading them; It promotes organic agriculture, birdlife monitoring, forest nursery with native plants, executes the management plan of the reserve and manages and coordinates training with NGOs.

#### **Job Description:**

ASODILL Association is promoting the community tourism project, as a diversification activity in the local economy, the project covers the topic of ecotourism services such as hiking, bird tourism, agrotourism, lodging, camping. At the moment the influx of tourists is very low due to the lack of publicity; Therefore, it would be necessary for a person to be in charge of the coordination and management of marketing and publicity that makes the ecotourism project known by any means.

- a) **To develop and implement a strategy that allows the increase of visitors**

It is important to have a plan that allows establishing a direct line between the tourist project and the visitor, through different means allowing the increase in visits, the growth and sustainability of the project.

**Responsibilities will be expected from to the intern, and include, but are not limited to:**



- Manage and update social networks (Facebook, Instagram, others).
- Make promotional videos.
- Formulate marketing strategies.
- Develop strategies and innovative communication campaigns.
- Develop strategies that allow customers to be captured.
- Implement other activities that contribute to the objective of the project.

**Requirements:**

- Level of intermediate Spanish.
- Willingness to meet and share in a rural community.
- Good wording
- Innovative

**Experience and preferred skills:**

- Handling other languages
- Experiences in business, communication and marketing

**Benefits offered to interns:**

The intern becomes a member of the Loma Linda community; This position has a minimum of 2 months and is possible at all times during the year. Other internship opportunities are also offered if the intern is interested in other activities.

**Costs and Help:**

The Internship Program requires a donation of US\$ 100.00 per month up to three months (US\$ 300.00 for 3 months), which will be shared evenly between the host organization and EntreMundos. This includes the internship placement, pre-departure contact support, a pre-departure information package about Guatemala, contact support while in Guatemala, training, support and evaluations by the internship supervisor, a certificate of completion, and follow-up contact with EntreMundos afterwards. Additionally, we will strive to fulfill any bureaucratic functions we can taking into account our capacities as a small and non-profit NGO.



The internship does not include flights, insurance and medical or travel expenses, and living expenses in Guatemala.

**Additional Costs:**

The intern will pay its housing (around \$300 per month) at the Loma Linda Community, which will suffice for services such as food (three meals a day) and housing.

**How to Apply:**

To apply, send the Internship Program Application, a cover letter written in Spanish, and your CV to [volunteering@entremundos.org](mailto:volunteering@entremundos.org). Volunteer Programs Coordinator will be in touch with you, and if the host organization feels that you are a possible candidate, will set up an interview time.