



## **Aquí Me Quedo**

### **Internship: Marketing and Communication for a Social Start-Up**

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

*The Internship Program places qualified volunteers with organizations with specific needs, ensuring that both parties can fully benefit from their experiences together.*

#### **Description of the Participating Organization: Aquí Me Quedo**

Aquí Me Quedo is a social start-up dedicated to gourmet home-delivery food in Quetzaltenango, Guatemala. The main purpose is to create a company with high ability to promote social impacts ([www.aquimequedo.org](http://www.aquimequedo.org)). AMQ is focused on key points such as healthy, artisan, local and organic food prepared by our Chef and his team, ecological awareness through its returnable packaging, transparency of fund management, optimal performance to finance the largest number of social projects, the good living of those employed, and sustainable business growth.

Aquí Me Quedo was born of a local NGO, Atz'anem K'oj, whose purpose is to develop community tools for human rights of people most in need (people living with HIV, migrants, indigenous women in rural communities, etc.) ([www.metoca.org](http://www.metoca.org)). All strategies aim to exercise an active citizenship so people facing injustice can influence the deconstruction of the structure that causes it. 100% of the profits of AMQ go directly to Atz'anem K'oj the association. To learn more about our NGO: <http://myreader.toile-libre.org/Atzanemkoj.pdf>

#### **Position Description:**

This (or these) positions require an enthusiastic person with enough experience and confidence to embrace a big challenge: to make this start-up in a widely known company less than 6 months.

The Aquí Me Quedo team is comprised of people who directly serve the kitchen and the logistics of delivery and a team that focuses on the development of business strategies, communication and management of the company. We have many skills among our staff. We are very reactive and willing to study any proposal that is feasible, measurable, creative, sustainable and innovative. The mission of this position is to develop and implement communications and marketing strategies that also take into account the social nature of the enterprise.

The mission of marketing is to develop and implement a strategy that will increase company sales by 120% in 2017. This 120% corresponds to the actual maximum production capacity installed, step 1 of our expansion strategy. In addition, the integration with the projects of our



NGO represent a unique opportunity to understand the realities in which local community groups live.

These posts are designed for a person with availability of at least **3 or 4 months** and can start as soon as possible.

**Responsibilities for Communication** may include, but are not limited to:

- Develop innovative strategies and communication campaigns about the original offer of the company, including various formats: mass media and social networks, among others
- Manage and update social enterprise networks (Facebook, Instagram, etc.) and the website
- Making promotional videos
- Visualizing the company via mass media at local, national and international levels
- Develop a specific communication strategy on social projects of our company hand in hand with the person in charge of communication

**Requirements (Communication):**

- Experience (intern or employment) in communication
- Good knowledge of computer-based design tools, video production
- Management of the Internet and social networks
- **Advanced Spanish** and strong writing skills

**Responsibilities for Marketing** may include but are not limited to:

- Analyze our databases and propose strategies based on the results
- Support the development of a strategic development plan based on target audiences
- Support and strengthen existing strategies
- Develop loyalty strategies and attract new customers
- To guide the team in the necessary changes to improve the company

**Requirements (marketing):**

- Experience in the development and implementation of a business plan, development growth strategies, marketing and sales expert, cost analysis
- Good management of database tools
- Ability to translate concepts and ideas into concrete actions
- **Advanced Spanish**



### **Desirable skills and experience for all positions:**

- Previous experience working with an NGO.
- Previous experience working (or volunteering) in Latin America
- Experience in developing communication strategies for social enterprises
- Management of other languages
- MS or MBA degree in Business, Marketing, Economics, Organizational Behavior, or Finance
- High autonomy & teamwork skills.
- Having the spirit of social entrepreneurship
- Ability to quickly grasp the local context

### **Costs:**

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 and a certificate of completion. 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. The basic expenses to live in Quetzaltenango are around \$ 300 per month, which includes lodging and food.

The office is located in a central area so you will not generally need to pay for public transportation. Basic living expenses in Quetzaltenango are about US\$ 300 per month, including room and board.

### **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). If the host organization feels you are potential candidate, our volunteer Programs Coordinator will then contact you and arrange an interview.