Engaging Hispanic Youth in U.S. Diplomacy and Advancing Hispanics at State

Project Title	Engaging Hispanic Youth in U.S. Diplomacy and Advancing Hispanics at State
Project Summary	Advocate for opportunities for Latinos at the State Department and develop a marketing strategy to increase the number of Hispanics/Latinx at State by supporting the efforts by the Hispanic Employee Council of Foreign Affairs Agencies (HECFAA) employee affinity group.
Country	United States

Project Description

Founded in 1982, the Hispanic Employee Council of Foreign Affairs Agencies (HECFAA) is one of the oldest Affinity Groups within the U.S. Department of State. We advocate for the contribution of the Hispanic/Latinx population to the mission of the Department, through recruitment, retention, and promotion efforts. We are interested in increasing the number of Hispanics interested in the field of diplomacy and foreign affairs, willing to serve their country abroad as diplomats (Foreign Service Officers) or domestically within the Civil Service. Outreach efforts support the Hispanic Employee Council of Foreign Affairs Agencies (HECFAA).

We are seeking two dynamic interns to assist HECFAA with:

Develop and implement a marketing strategy for community outreach
Design and maintain marketing tools for external communication (logo, flyers)
Create eye-catching visual and written products to facilitate internal communication
Maintain an external website
Manage digital media accounts (Facebook, Instagram, Twitter, webpage)
Modernize digital media accounts to better reach Latinx youth and Hispanic serving organizations
Establish student outreach plans with Hispanic Serving Institutions
Promote existing State Department internships and fellowships (e.g. Pickering, Rangel) using the HECFAA digital media platforms
Assist in coordinating Hispanic Heritage Month (HHM) event in October, develop HHM newsletter, and highlight members on social media
Research on positioning institutional image
Coordinate networking events and policies
Apply for grants
Participate in biweekly or monthly teleconference calls with mentor/supervisor

Required Skills or Interests

Skill(s)
Design thinking
Marketing
Research
Social media management
Survey / polling design
Website design
Writing

Additional Information

The ideal team member would have some experience and be willing to broaden skills in marketing, web design, PC and Mac literacy, web conferencing, social media, community outreach, and grant writing.

Other tasks could include:

Research possible thematic events related to Latinx advancement and identify potential speakers to support HECFAA events and outreach.
Track publicly available data on hiring, retention, and the promotion of Hispanics; compare with trends in the private sector; and present data in visually appealing ways
Create internal surveys to assess member reactions to HECFAA events and advocacy, and elicit input on future efforts
Track community and student outreach events to highlight in weekly digest

* All candidates should have and use Google Drive and a platform for creating graphics (e.g., Canva, Adobe Creative Suite, Microsoft Publisher, etc.) All candidates must have regular access to the internet and Microsoft Office products. *

Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
Spanish	Elementary proficiency	Elementary proficiency	Nice to Have