



Internship title: Social Media and Communications Aide

Organization: SolarSPELL (Solar Powered Educational Learning Library)

Location: Remote; Tempe

Type of internship: non-paid; 10-15 hours per week

Application deadline: March 21st

Start date: May 17th

Description:

The SolarSPELL Initiative is seeking a creative, self-motivated, and committed individual to raise awareness of the SolarSPELL Initiative through social media and marketing, and further the brand through innovative ideas! The commitment for this position is for the summer, with the potential to continue through the fall semester and beyond.

SolarSPELL is an offline digital library designed to bring educational content to resource-constrained locations that may lack electricity, Internet connectivity, and/or traditional libraries. The SolarSPELL library emits an offline WiFi hotspot, to which any WiFi capable device (smartphones, tablets, laptops) can connect and browse the expansive content for free.

More information on SolarSPELL can be found here: <http://solarspell.org>

Interns will be expected to attend a new intern orientation in the beginning of May. Ideal candidates will be detail-oriented and self-starters.

Essential Duties:

- Manage existing social media accounts
- Create strategic and engaging content for the various SolarSPELL social media pages (on Facebook, Twitter, Instagram, and LinkedIn)
- Compose and publish the SolarSPELL quarterly newsletter
- Create marketing collateral and other shareable materials
- Manage website updates
- Assist with writing and maintaining blog posts
- Monitor social media analytics weekly and engage in best practices for increasing audience engagement

- Assist with maintaining databases and manage frequent communications with SolarSPELL supporters
- Organize media in coordination with SolarSPELL's Videographer

Minimal Qualifications:

- Evidence of effective written and verbal communication skills
- Experience with the major social media platforms, including Facebook, Twitter, Instagram, and LinkedIn
- Demonstrated ability to work independently
- Ability to meet deadlines and manage multiple projects concurrently
- Flexible, detail oriented approach
- Creative and eager to apply innovative ideas to social media content curation

Desired Qualifications

- Strong visual communication skills, including photography and graphic design
- Experience with Canva, Adobe, Lucidpress, or other graphic design software is a significant advantage
- Proficiency in WordPress

How to apply: If you are interested in applying for this position, please submit a resume and cover letter to Courtney Finkbeiner at courtney.finkbeiner@asu.edu. All documents should be in PDF format and follow the naming style of [LastName_FirstName_DesiredPosition]