



Internship title: Marketing 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: 14-November-2021 is the initial close date; applications will continue to be accepted and reviewed every week until the position is filled.

Start date: This position is for the 2022 Calendar Year, but can start as early as December 2021 through December 2, 2022. Extension is contingent upon performance.

Work hours: 10-15 hours per week. Scheduled days/times will be flexible. Please include days and hours of availability within your cover letter.

Description:

SolarSPELL seeks a part-time Marketing and Communications Aide to assist with daily administrative tasks related to the Marketing and Communications of SolarSPELL.

This position is perfect for a highly self-motivated, creative student with career aspirations to work on a fast-paced, professional marketing team.

SolarSPELL is an educational initiative at Arizona State University that combines appropriate technology, relevant content, and local capacity building. We work to build internet-ready skills and improve educational opportunities around the world. Our offline digital library is 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 upon the start of the internship.

Essential Duties

This position will assist the SolarSPELL team with regular tasks including:

- **Prepare Digital Marketing Collateral and Contribute in Marketing Projects**
- **Graphic Design Coordination** – Work with SolarSPELL team and Graphic Design Intern to ideate and request graphic elements to use in SolarSPELL brand execution, like social media, two-pagers, website, etc
- **Website management** – Regularly update content, upload files, change statistics, etc. on SolarSPELL website. Write and coordinate guest blog posts, and post to SolarSPELL website / share on social media
- **Social Media support**
 - Attend events to capture and post activities content to social media
 - Manage existing social media accounts and respond to follower comments/messages
 - Create strategic and engaging content for the various SolarSPELL social media pages (on Facebook, Twitter, Instagram, and LinkedIn)
 - Monitor and report on social media analytics weekly and engage in best practices for increasing audience engagement
- **Inventory management** – Managing and organizing inventory of photos and videos on Google Docs, Youtube, SolarSPELL servers, etc.
- **Newsletter** - work with Project Managers and SolarSPELL leadership to compose, design and send the SolarSPELL quarterly newsletter

Minimum Qualifications

- Evidence of effective written and verbal communication skills
- Understanding of marketing concepts and strategies (branding, communications, etc.)
- Experience with the major social media platforms, including Facebook, Twitter, Instagram, and LinkedIn
- Demonstrated ability to work independently, especially in a remote environment
- Ability to meet deadlines and manage multiple projects concurrently
- Flexible, detail-oriented approach
- Creative and eager to apply innovative ideas to marketing, branding, and social media content curation

Desired Qualifications

- Visual communication skills, including photography and graphic design
- Experience with Adobe or other graphic design software is a significant advantage
- Experience using Salesforce Marketing Cloud or other email marketing software (like MailChimp) is a significant advantage
- Proficiency in WordPress
- Poised; You have the confidence to brainstorm and present creative ideas while also taking creative direction and responding well to feedback
- Reliable; a strong and honest work ethic motivates you
- Globally Minded; you have a desire to work for a department that serves communities from all over the world

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