



Internship title: Communications and Marketing Aide

Organization: SolarSPELL (Solar Powered Educational Learning Library)

Location: Remote and/or Tempe

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

Application deadline: Applications will continue to be accepted and reviewed every week until the position is filled.

Start date: Immediate dependent upon availability.

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

Description:

SolarSPELL seeks 1-2 part-time Communications and Marketing Aides to assist with telling SolarSPELL's story to our diverse audiences, including but not limited to ASU students and partners, international partners, and domestic supporters. "Telling the SolarSPELL story" may include foundational information about the SolarSPELL initiative, project updates, new innovations, student stories, and bids for support in the form of donations or volunteer efforts. There is room in this position for creative input from the student aide in all aspects of SolarSPELL's communication and marketing efforts. As an innovative initiative within ASU, the #1 school in innovation, we welcome student input.

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:

- **Develop communication campaign goals in collaboration with SolarSPELL staff**
- **Improve communications with SolarSPELL partners and supporters through various media**
- **Design and implement digital marketing campaigns**
- **Manage SolarSPELL student blogs** – Work with SolarSPELL team to identify priority blog topics, develop interview questions for students to collect blog material, format and publish the blog entries on the SolarSPELL website, and share out on various platforms
- **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 content 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
- **Newsletter** - work with Project Managers and SolarSPELL leadership to compose, design and send the SolarSPELL quarterly newsletter

Minimum Qualifications

- Interest in joining a mission-driven organization and collaborative team
- 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]