



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: April 16th, 2023, applications will continue to be accepted and reviewed every week until the position is filled

Start date: mid-May, 2023

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

Description:

Are you a talented writer passionate about effecting change around the world? SolarSPELL is seeking 1–2 part-time Communications and Marketing Aides to help share our story with diverse audiences, including ASU students and partners, international partners, and domestic supporters. Depending upon student interest, this may include drafting project updates, publicizing new innovations, sharing student success stories or recruiting donors and volunteers. Interns in this position will work closely with SolarSPELL's communication specialist and other staff members and are encouraged to provide creative input. We are looking for creative and motivated students who are interested in joining a collaborative team in a supportive environment. Student success is central to everything we do, and staff/student mentoring plays a key role in that.

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.

This position offers an exciting opportunity to hone your storytelling skills while making a global impact! Clear communication to all of our stakeholders is key in fulfilling our mission of improving access to information and information literacy around the world, for which SolarSPELL Communications Aides will play a primary role in supporting.

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 a variety of tasks, depending on interest and experience, including:

- Improve communications with SolarSPELL partners and supporters through various media
- Design and implement digital marketing campaigns
- Manage SolarSPELL student blogs
- Website content management
- 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 quarterly 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
- 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

Learning Opportunities

The following will be involved in successfully completing this internship but may be learned throughout one's experience rather than being required to come in with. Please note particular areas of interest in your application.

- Visual communication skills, including graphic design and photography
- Experience with graphic design or photo editing software
- Experience with email marketing software
- Experience with WordPress and/or webpage design, writing and publishing

Applicants must submit at least one sample of their writing, as a link or file.

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