Copywriting + Storytelling Internship

Internship title: Copywriting + Storytelling Intern

Organization: ASU SolarSPELL Initiative (Solar Powered Educational Learning Library)

Location: Remote and/or Tempe

Type of internship: For credit or non-paid; approximately 10 hours per week

Application deadline: November 12, 2023 – applications will continue to be accepted and reviewed every week until the position is filled.

Start date: January 8, 2024

Description:

Are you a talented storyteller passionate about making a positive global impact? SolarSPELL is seeking a curious and hardworking writer 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. This may include sharing foundational information about the SolarSPELL initiative, project updates, new innovations, student stories, and bids for support in our blog, newsletter and marketing materials. There is room in this position for creative input from the student in all aspects of SolarSPELL's communication and marketing efforts.

SolarSPELL is a global educational initiative at Arizona State University that combines solar-powered technology, digital libraries, 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 freely surf thousands of resources that are carefully curated and continually improved to meet local information needs. More information on SolarSPELL can be found at solarspell.org.

Clear, compelling, and concise communication is crucial for helping us communicate with diverse audiences around the world. From showcasing our unique approach to explaining our

innovative technology, our copywriting interns play a vital role in helping SolarSPELL fulfill its mission of improving access to information and information literacy around the world.

This position is perfect for a highly motivated, creative student with career aspirations to work in journalism, marketing, public relations or another communications field. A mandatory SolarSPELL on-boarding workshop will take place at the start of this internship. Successful students have the opportunity to continue this internship for multiple semesters.

Essential Duties

- Work with SolarSPELL's Communications Specialist to identify story ideas and priority blog topics
- Research story topics, develop interview questions and carry out interviews with SolarSPELL staff, students, volunteers and partners
- Draft and edit stories and updates for the SolarSPELL blog, ASU News and our 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.)
- Demonstrated ability to work independently, especially in a remote environment
- Ability to meet deadlines and manage multiple projects concurrently
- Flexible, detail-oriented approach

Desired Qualifications

- Experience using WordPress or other blogging platforms is a plus
- 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

Applicants must submit at least one writing sample, 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 sample of your work (attached or link) to Cassie Barrett at cbarre38@asu.edu. All documents should be in PDF format and follow the naming style of [LastName_FirstName_DesiredPosition]