



## Social Media Manager Internship

**Internship title:** Social Media Manager

**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:

The SolarSPELL Initiative is seeking a creative, self-motivated and committed individual to raise awareness of our work and keep our partners and supporters informed through social media marketing!

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](http://solarspell.org).

This position offers an exciting opportunity to hone your communication skills while making a global impact! Clear, compelling, and concise social media content is crucial for helping us communicate with diverse audiences around the world. From showcasing our unique approach to explaining our innovative technology, our social media interns play a vital role in helping SolarSPELL fulfill its mission of improving access to information and information literacy around the world.

Ideal candidates will be detail-oriented and self-starters. 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:**

- Manage SolarSPELL's social media accounts (Facebook, X/Twitter, Instagram and LinkedIn) through content creation and engagement to keep our partners and supporters informed about new projects and to draw in new potential partners and supporters
- Create strategic and engaging social media content, adhering to ASU and SolarSPELL brand standards
- Monitor social media analytics monthly and engage in best practices for increasing audience engagement

**Minimal Qualifications:**

- Evidence of effective written and verbal communication skills
- Experience with the major social media platforms, including Facebook, X/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 creation

**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

**How to apply:** If you are interested in applying for this position, please submit a resume and cover letter to Cassie Barrett at [cbarre38@asu.edu](mailto:cbarre38@asu.edu). All documents should be in PDF format and follow the naming style of [LastName\_FirstName\_DesiredPosition]