

The purpose of the internship:

Your role in this internship is essential in assisting in the creation of more consistent and impactful social media content, with a special emphasis on inclusion and accessibility. You will directly help in solidifying AASI's social media and branding guidelines for uniform marketing. Through this internship, you will also contribute to growing our audience by engaging younger users through new and popular social media platforms.

The duties and essential activities/job functions required:

Alongside AASI staff, you will be responsible for managing and developing our growing community of users, shaping our brand identity through our social media, and aid in creating other promotional materials. You will help conceive, design, and develop advertising creative for cross platform campaigns. The duties include but are not limited to: Social media management, social media content creation, event documentation for promotional use, development of promotional materials, assisting with the online shop, and writing copy for our event's blog.

Position Requirements:

- A minimum GPA of 2.5
- Junior or Senior class standing
- A field of study related to marketing, branding, communications, and/or nonprofit work
- Experience with social media platforms, knowledge of modern platform trends
- Intermediate to Proficient level of computer literacy
- Knowledge of basic graphic design, intermediate to proficient level experience with graphic design software. Expertise in additional creative software a plus.
- Sincere interest in the arts
- Openness to inclusive and accessibility centered practices

Physical requirements:

- This position will require you to use a computer for hours at a time.
- You may be required to use various equipment and techniques for audio/visual documentation.
- You may be required to come to various events for event documentation.
- You may be asked to lift items up to 50 lbs, but your ability to do so is not a factor in our hiring criteria.

Internship Details:

This will be discussed and determined based on course credit requirements and need at AASI. All training will be on the job, and come from your mentor and the ED. You may be given further material on an as-needed basis. This internship is unpaid at this time.

Supervisor:

Joyce Barbour will be your main contact and mentor for your internship. Brian Bell and Joyce will be carrying out the interview process.