

<b>Job Title:</b>	Advertising Associate	<b>Timeframe:</b>	10 weeks
<b>Department/Group:</b>	Marketing	<b>Supervisor:</b>	Marketing Director
<b>Location:</b>	Atlanta, GA	<b>Travel Required:</b>	No
<b>Level/Salary Range:</b>	Unpaid	<b>Position Type:</b>	Internship
<b>HR Contact:</b>	Justice Obiaya	<b>Date Posted:</b>	5/21/2018
<b>Will Train Applicant(s):</b>	Yes	<b>Posting Expires:</b>	Until Filled

**Job Description**

**ROLE AND RESPONSIBILITIES**

ASIFA-South is a 23-year-old not-for-profit animation organization, and a chapter of the International Animated Film Association. Our mission is to promote the art form of animation through education, screenings, and networking events; and we partner with various studios, government agencies, and community partners to achieve these goals. Our Marketing Department is key in delivering our message by expanding our reach to the community. Our organization utilizes various channels to promote animation awareness: web, social media, and email campaigns. As the Advertising Associate, you will be involved in the research, creation, and execution of marketing campaigns; which includes, (but not limited to) website, PPC (Paid Per Click), social media, email, and more! Interns will have direct influence in the overall voice of our company. Thus, we require only serious and professional candidates apply, as you will be a direct representation of our organization and brand. This position will be mostly offsite, with twice a week meetings; once in office, and once by dial in, for instruction and evaluation. Upon completion, students will gain hands on experience of the techniques needed to increase reach, engagement, and conversion. Additionally, students will gain a greater insight as to how their role helps play into the overall marketing plan for an organization.

**DUTIES AND RESPONSIBILITIES**

- Assist Marketing Director in marketing efforts across social media platforms.
- Work with Marketing Director and other departments to deliver brand message.
- Analyze performance metrics to increase productivity of posts.
- Imagine and create web post that nurture community interaction and conversation.
- Research and tracking of current trends.
- Preparation of email newsletters
- Maintenance of Google AdWords campaigns
- Preparation of social media posts
- Maintain, update, and disseminate documentation and reports.

**QUALIFICATIONS AND EDUCATION REQUIREMENTS**

- Must be currently enrolled in a college/university.
- Must receive college credit for internship.
- Must be seeking a degree in Marketing, Advertising, or Communications.
- At minimum, must be in junior year and above, or at graduate level.
- Must be able to work a minimum of 10 hours a week.
- Must be available to meet twice a week: once in office, and the other via phone or skype.
- Must have reliable transportation.
- Experience and/or a desire to work in a high-energy group setting, and a drive to do what it takes to get the job done well.

- Ability to work cooperatively with staff and volunteers.
- Demonstrates initiative, is conscientious and provides follow-through on areas of responsibility.
- Detail-oriented with excellent organizational skills.
- Excellent computer skills required including proficiency with Word and Excel; data entry experience.
- Excellent verbal and writing skills a must.
- Positive, self-motivated, and quick learning performer highly valued.
- This position requires confidentiality, and a sense of humor is a must

**PREFERRED SKILLS**

- Experience with social media preferred, (but not required).
- Interest in animation, entertainment, or media arts preferred, (but not required).

To apply, please visit the below link:

<http://www.asifa-south.com/get-involved/internship/>

For additional questions, please feel free to email:

[internship@asifa-south.com](mailto:internship@asifa-south.com)

***IMPORTANT NOTE: Applications for summer internships must be received no later than Friday, June 8<sup>th</sup>, 2018.***