

Job Title:	Content Writing Associate	Timeframe:	10 weeks
Department/Group:	Marketing	Supervisor:	Marketing Director
Location:	Atlanta, GA	Travel Required:	No
Level/Salary Range:	Unpaid	Position Type:	Internship
HR Contact:	Justice Obiaya	Date Posted:	5/21/2018
Will Train Applicant(s):	Yes	Posting Expires:	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 the mission statement to our audience through various channels, including (but not limited to): web, email campaigns, and social media. As a Content Writing Associate, you will be involved in the research, creation, and execution of written content for these various channels; improving reach, engagement, and conversion. This position will be mostly offsite, with twice a week meetings; once in office, and once by dial in, for instruction and evaluation. 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. Students will have the opportunity to use in demand software and platforms, such as Google Adwords, Google Analytics, and Google Tag. Upon completion of the internship, students will have a greater understanding of a marketing plan, plus how to maintain and improve SEO performance to achieve business goals.

DUTIES AND RESPONSIBILITIES

- Work closely with Marketing Director to write, edit, and publish content; for the web, mailings, and other formats.
- Weekly research of current trends.
- Write a minimum of 2 blogs per week.
- Monitor and adjust content to fit with brand guidelines.
- Adhere to and adjust the content calendar to reflect strategy and availability.
- Translate business objectives and strategy into compelling written content for specific audiences.

QUALIFICATIONS AND EDUCATION REQUIREMENTS

- Must be currently enrolled in a college/university.
- Must receive college credit for internship.
- Must be seeking a degree in Writing, Journalism, Web Design, 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 blogging
- Interest in animation, entertainment, or media arts preferred (but not a must).

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

IMPORTANT NOTE: Applications for summer internships must be received no later than Friday, June 8th, 2018