

<b>Job Title:</b>	Social Media Associate	<b>Timeframe:</b>	10 weeks
<b>Department/Group:</b>	Marketing	<b>Supervisor:</b>	Executive 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>	Marisa Tontaveetong	<b>Date Posted:</b>	5/20/2019
<b>Will Train Applicant(s):</b>	Yes	<b>Posting Expires:</b>	6/03/2019

**Job Description**

**ROLE AND RESPONSIBILITIES**

ASIFA-South is a 24-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. The design team is a crucial division of the Marketing Department that ensures high quality and cohesive visual brand. Interns will have direct influence in the overall 'look' 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 develop a visual brand for an organization; thus, increasing 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/ conversation.
- Research and tracking of current trends/ 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 course credit for internship
- Must be seeking a degree in Writing, Journalism, English, Communications, Marketing, or Advertising/ related fields.
- 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 onsite per month, and online for others.
- Must have reliable transportation.
- Proficient understanding of design (line, shape, form, color, etc...)
- 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 responsibility.
- Proficiency with Word/ Excel/ Google Sheet
- 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 Buffer social media management platform preferred, (but not required).  
Interest in animation, entertainment, or media arts preferred, (but not required).

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To apply, please fill out the form at:  
<http://www.asifa-south.com/get-involved/internship>

We will be contacting applicants by the 8th of June if they are accepted. Due to high volume of applications each year, we may not be able to answer to every application. If you do not receive a letter from us by 8th of June, please apply again next year or opt in to learn about volunteer opportunities at:

<https://www.asifa-south.com/volunteer/>

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 , June 3<sup>rd</sup>, 2019***