

**After-School All-Stars Cleveland  
Media Specialist Intern**



After-School All-Stars (ASAS) is one of the leading national after-school program providers in the country. Our comprehensive school-based programs combine activities and learning to help build the knowledge and skills children need to succeed, both in school and in life.

ASAS Cleveland is seeking a Social Media Specialist Intern to work with our staff and students to help tell our story. The Social Media Specialist Intern must be energetic, youth-focused, and passionate about sharing ASAS Cleveland's story with our audience. The successful candidate will be a self-starter with a great personality, passionate about serving youth, and the ability to build relationships with K – 8<sup>th</sup> grade students. The Social Media Specialist Intern's mission is to ensure ASAS Cleveland is telling their All-Stars' stories in a safe and healthy environment. The Social Media Specialist Intern will work to share our stories to our current audience and continuously strive to reach more individuals, companies, organizations, and followers while also having the opportunity to share their media outreach background with our All-Star students!

**Position:** Social Media Specialist Intern

**Reports to:** Operations Assistant and Site Coordinator

**Location:** After-School All-Stars Cleveland Office

**Work Hours:** This is a part-time (Hours can be adjusted and created based on school schedule and internship hour requirements)

**Compensation:** School stipends may be available

**Responsibilities**

- Identify, evaluate and choose the most relevant social media channels for ASAS Social Media postings
- Monitor and analyze social media analytics such as reach and engagement
- Encourage community partners, other organizations, staff, students and families to participate in social media conversations
- Raise brand awareness and protect brand equity by administering a social media marketing campaign using appropriate social media channels
- Identify and document social media best practices

- Assist the Operations Assistant in developing and managing strategic partnerships online
- Use softwares or online tools, like Canva, to create engaging and eye catching social media posts and visuals.
- Support the Program Leaders in teaching our students about media outreach
- Support the Program Leaders in teaching our students about post-secondary education and careers in media
- Support the Program Leaders in helping our students create a final media project presentation

Who should apply? The successful candidate will be detailed-oriented and a self-starter with strong leadership, organizational, management and communication skills. The Social Media Specialist Intern should exemplify ASAS's core values: entrepreneurial, proactive, transparent, collaborative, and accountable.

- An undergraduate or graduate student studying non-profit administration, marketing, or communications is required
- Ability to work cooperatively and collaboratively with staff and other stake holders
- Skilled in analytic tracking
- Ability to communicate effectively with program staff, outside partners, and ASAS students and families
- Familiarity and experience with diverse populations, culture competencies, and youth principles is strongly desired
- Must clear FBI and BC checks

How to apply:

1. Please submit your cover letter and resume via e-mail insert [asasclevelandjobs@afterschoolallstars.org](mailto:asasclevelandjobs@afterschoolallstars.org)
2. Please put "Social Media Specialist Intern Cleveland" and your last name in the subject heading
3. Please visit our website <http://clevelandasas.org/> for more information