

**After-School All-Stars Cleveland
Social Media 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 Intern to work with our staff and students to help tell our story. The Social Media 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 – 8th grade students. The Social Media Intern's mission is to ensure ASAS Cleveland is telling their All-Stars' stories in a safe and healthy environment. The Social Media 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 Intern

Reports to: Development & Marketing Manager

Location: After-School All-Stars Cleveland Office

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

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 Development & Marketing Manager in developing and managing strategic partnerships online

- Use software or online tools, like Canva, to create engaging and eye-catching social media posts and visuals.
- Visit school sites to teach our students about social media outreach (dependent on schedule)
- Visit school sites to teach our students about post-secondary education and careers in social media (dependent on schedule)

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 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
2. Please put "Social Media Intern Cleveland" and your last name in the subject heading
3. Please visit our website <http://clevelandasas.org/> for more information