



Position: Social Media Intern
Organization: After School All-Stars
Location: Cleveland, OH

ORGANIZATION BACKGROUND:

Founded in 1992, [After-School All-Stars](#) provides free, daily afterschool programs to over 90,000 youth in over 450 school sites in 19 chapters across the U.S. Our vision is for our All Stars to be safe and healthy, to graduate high school and go on to college, to find a career they love, and to give back to their communities.

A UNIQUE OPPORTUNITY:

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!

COVID 19 SAFETY MEASURES:

ASAS Cleveland will be conducting a blended online and onsite program. We have taken the necessary precautions for onsite programming and will be following best practices and guidelines to ensure safety for our staff and students.

SPECIFIC RESPONSIBILITIES:

- Help to identify, evaluate and choose the most relevant social media channels for ASAS Social Media postings
- Assist in monitoring and analyzing social media analytics such as reach and engagement
- Help to encourage community partners, other organizations, staff, students and families to participate in social media conversations
- Assist in raising brand awareness and protect brand equity by administering a social media marketing campaign using appropriate social media channels
- Help 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



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- Must clear FBI and BC checks

ASAS is an equal opportunity employer and candidates of diverse backgrounds are encouraged to apply.

HOW TO APPLY FOR THE RECRUITING ASSISTANT ROLE:

Please submit your **resume and cover letter** via e-mail insert asasclevelandjobs@afterschoolallstars.org
Please put "Behavior Support Intern Cleveland" and your last name in the subject heading

Please visit our website <http://clevelandasas.org/> for more information

LEARN MORE ABOUT AFTER SCHOOL ALL-STARS:

To learn more about ASAS, please visit our website: www.afterschoolallstars.org