



AMIS Social Media Intern Job Description

About AMIS Atlanta

AMIS's non-profit mission is to promote cultural and global understanding through friendship and hospitality with international students and scholars in the greater Atlanta area. We connect international students with local community volunteers through our Amigo Friendship Program, Welcome Reception and monthly events. See our website www.amisatlanta.org for more info.

The AMIS Social Media intern works closely with the Communications and Program Director to increase our impact and raise awareness in the Atlanta community through our social media presence. The intern will develop content for our social media sites, mainly Instagram, Facebook and LinkedIn to increase involvement, volunteerism, and partnerships among international students and scholars in the Atlanta area, volunteers, donors, and sponsors.

Commitment

- Semester internship, 5-7 hours per week (total 60-70 hrs/semester)
- Flexible, work remotely and/or in our midtown office
- Occasional weekend events

Responsibilities

- Create social media marketing content materials for AMIS programs and events to increase student and volunteer engagements
- Post communications to our social media accounts (primarily Instagram, Facebook and LinkedIn) and coordinate communications with our website, email newsletters, and blog to grow public awareness about our nonprofit
- Promote AMIS events through social media and report on them afterwards
- Use CANVA to design marketing and promotional materials
- Enhance our organization's social media presence and marketing to international students, volunteers, potential volunteers and the general Atlanta community
- May update our website as needed
- Create short videos or reels to highlight programs and events of AMIS
- Help create data driven outcomes, promote event feedback surveys
- Assist with email marketing utilizing Mailchimp
- May create and send out press releases for news media sources
- Support event and fundraising campaigns utilizing social media

Requirements

- Current bachelor's or master's degree student in metro Atlanta majoring in Marketing, Communications, non-profit management, or related area preferred.
- Strong verbal and written communication skills, able to tell a story
- Experience in graphic design, video, and web applications helpful
- Self-motivated and hard working
- Detail oriented and able to handle multiple tasks
- Ability to collaborate with people of various cultures and generations

Benefits

- Practical experience in creating marketing plans and executing a social media marketing campaign including creating graphic and video advertising products
- Practical experience in the non-profit sector
- Opportunity to produce marketing products for professional portfolio
- Small stipend available of \$500/semester

To apply, please submit the following information to Rev. Irene Wong, Executive Director at irene@amisatlanta.org:

- Cover letter explaining your qualifications and interests
- Resume
- Writing or social media sample or marketing product, if available